

CHEMIST & DRUGGIST

The newsweekly for pharmacy

June 21, 1986

a Benn publication

Boots large
store managers
may now be
non-pharmacists

Contractors'
profit margin
'in dispute'

The Macarthy's
plan: Nick Ward
reveals his
strategy

LPC secretary
gets MBE

Pharmacy image
continues to
improve — AESGP

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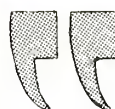
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COMMENT



Boots the Chemists have been the subject of much sniping in the financial Press of recent months and, a little like Woolworth, have been accused of having lost their way.

At the end of May the company announced to its pharmacist managers a major restructuring exercise involving the division of the retail arm into two — the 200 larger 6,000 sq ft stores to be overseen by ten area managers with their 800 smaller outlets run by six area managers who in turn controlled district managers responsible for a dozen or so branches. The change was made to improve accountability and to meet the challenge of specialist retailers, said chairman Robert Gunn. Quite so. But the changes have not stopped there.

This week (p1209) Boots announced that the 200 larger pharmacies in future need not be managed by pharmacists. To some extent this is an extension of Boots' previous policy that larger branches had a "retail orientated" pharmacist manager responsible for the overall running of "the shop" with a pharmacist dispensary manager reporting directly to him. The subtlety of the present change is



that the dispensary manager will no longer necessarily report to a pharmacist at store level. And, although pharmacists will continue both to manage the store and dispensary in the smaller shops, it is clear that they, too, may have to report to a non-pharmacist district manager before too long.

Boots have long since moved away from being mere chemist shops. Some might argue that the shift away from chemist lines has meant they lost their ability to sell such products as efficiently as in former years. But, nevertheless, the pharmacy OTC section and the dispensary were managed and run in a thoroughly professional manner that enabled them to compete successfully with the "average" independent pharmacy. It was the drug store chains such as Superdrug and Share who gave

Boots' smaller branches the High Street run-around.

Perhaps Boots are anticipating a post-Nuffield switch to pharmacies with a greater emphasis on pharmacy and ancillary health- and advisory services, one the company might consider inappropriate in a department store Boots. If so that is sad indeed. In our view pharmacy thrives because of a healthy mix of the professional and the commercial, a mix that enables the pharmacist to be on hand all day as a medicines expert at the point of sale.

Boots have had many detractors among the independents over the years but they have upheld the aspirations of the profession each time the name "Boots" was blazoned in the media. Because Boots have so often set the standard of professional practice within pharmacy, the possibility that pharmacists may carry less company clout from now on should be of concern. If it is left to other companies of less standing, both within pharmacy and without, to give a lead in these critical times for the profession, it is to be hoped they can impart the same impetus that we have come to expect from Boots.





'Complex' Indigestion — in the news again

- More national consumer advertising starting in June.
- Altacite Plus — your only recommendation for rapid relief from 'Complex' indigestion.
- Only Altacite Plus contains activated dimethicone and hydrotalcite for triple-action indigestion relief.
- Only available from pharmacies.

Fast Acting

Altacite Plus

TRIPLE-ACTION INDIGESTION RELIEF FROM ROUSSEL
RELIEVES • SOOTHES • PROTECTS

Non-pharmacists may head Boots stores

Boots the Chemists are discontinuing their long-lived policy of reserving large store management exclusively for pharmacists.

In a letter to staff, managing director Mr Keith Ackroyd says the decision has been taken after very detailed consideration. Mr Ackroyd goes on to give the reasons for the decision: "We must provide the facility for all managers throughout the retail division to progress to the limit of their ability irrespective of their professional discipline, when that discipline is not an imperative to appointment. Under present arrangements it is not possible for this to apply to non-pharmacist staff who may have the potential to progress beyond the position of sales area manager in branches.

"It is important that the company should be able to select from all its staff the

most able for senior positions," Mr Ackroyd continues. "It is essential that as part of their development managers in the division are transferred across the different business disciplines. Store management is one of the important positions to provide this experience for some."

The vast majority of large stores will continue to be managed by pharmacists for the foreseeable future, a Boots spokesman told *C&D*. And pharmacists have filled quite a few jobs in the new business structure created to manage the nine parts of our inventory. Most of the 60 new district manager posts will be held by pharmacists for the time being.

He said Boots had always had a policy of moving pharmacists in to other areas and this will continue. But there may be a non-pharmacist manager of a large store in the near future. Small stores are not affected by this policy.

other support staff in medicine supply, a key Nuffield recommendation.

The document says that all hospitals should have a ward pharmacy service, with the emphasis on the advisory role, and pharmacists should be involved in patient counselling. On the information side, pharmacists have a key role to play on Drug and Therapeutics Committees. Adverse drug reaction monitoring and blood level determinations were new avenues which should be encouraged.

On manufacturing, the RHS says that staff or patients may be at risk where aseptic or complex sterile preparations are not provided by the appropriate expertise or suitable facilities in the pharmacy. Dependable arrangements for the pharmacist's services out-of-hours were needed.

emergency duty offer be considered again by a full Whitley Council meeting.

The 1986 pay claim is nearly ready for submission. "The main thrust will be the way hospital pharmacy has fallen behind the market rate set by retail," ASTMS divisional officer David Bird told *C&D*. "Other NHS groups have been offered 4.7 per cent. Pharmacists will be looking for 8 per cent as a minimum, but even that will not close the gap."

The claim itself would not make reference to percentages, but salary scales would be proposed.



Model "T" Ford delivery vans are the latest offer for pharmacy windows from the National Pharmaceutical Association's Business Aids Department (0727 32161). The vans are replicas of engineer George Carrette's famous models, produced in Nuremberg in the nineteenth century. The 1/13 scale models are hand painted in burgundy or green and can be personalised with the pharmacist's name, town and symbol included in the £47.50 trade price



The NPA 1987 calendar has the theme "Glimpses of Medicine" with 12 specially commissioned photographs of medical artefacts from the Wellcome Museum. Family health hints appear on the reverse of each month, and for 1987 include information on food additives, prescription charge savings and extracts from the Health Education Council's healthy eating and "Are you alive" leaflets. Each calendar can be personalised with name, address, phone and advertising message and can be ordered now for despatch in September/October.

Picture by kind permission of the Trustees of the Science Museum.

Nuffield echoed by NW Thames

Many of the Nuffield Report's recommendations on hospital pharmacy are echoed in North West Thames Regional Health Authority's regional strategy for pharmacy, published this week.

The Region spends some £24m a year on drugs, and while pharmacists cannot control the numbers of patients, they can have an effect on doctor's choice of medicines and their usage, the document says, looking forward to the mid 1990s.

Among the areas singled out for change is the greater use of technical and

Emergency pay

Emergency duty payments for hospital pharmacists are on the agenda again for a meeting of the full Whitley Council on June 25.

A management side response to staff side's proposal on the emergency duty offer was expected for the meeting. Staff side had requested that the £700 offered on basic grade posts to aid recruitment, though still inadequate, should be implemented immediately, but that the

Press gum job

Suggestions in the national Press last week that products containing salicylates, such as Bonjela, would be included in the Committee on Safety of Medicines warning to not give aspirin to children were incorrect, according to the Department of Health.

However, compounds which breakdown in the stomach or small intestines to release aspirin will come under the labelling requirements, a DHSS spokesman told *C&D* this week.

DHSS tries to reduce profit margin

A "state of dispute" has been declared by the Pharmaceutical Services Negotiating Committee in the negotiations with the DHSS to revise the Frank's Profit Formula which the Pharmacy Review Panel had said should not run beyond December 31, 1985.

Both parties have produced contradictory proposals: in future PSNC wants profit to contractors to be based on NHS turnover; the DHSS prefers a watered down Frank's formula with a reduction of the present base rate plus 2.5 per cent return on capital and a complete removal of the pure profit, now standing at 2 per cent. PSNC chairman David Sharpe says this last suggestion is untenable: "Taken to its logical conclusion it means that pharmacists will be deemed to employ no capital and be allowed no profit margin. The DHSS says pharmacists' profits should be reduced — we say they need to be increased."

PSNC financial executive Mike Brining says the proposed DHSS switch on capital employed would cost contractors 3p per prescription this year and its move away from pure profit a further 5p per prescription — 8p in all. This sum would rise to 11p per prescription in 1987-88, and 15p in 1988-89.

Now that the dispute has been referred to the Pharmacy Review Panel both sides are required to submit written evidence in support of their claim which is exchanged, appraised and criticised. The panel may then, if it wishes, call the parties before it to hear oral submission before passing judgment. David Sharpe says the for "housekeeping reasons" the final agreement may be backdated just to the start of the current financial year, April 1.

He says one of the difficulties will be measuring fairly the performance individual pharmacists, and how to define "performance" in contractual terms. Mr Sharpe suggests that pharmacists who devote more space to NHS facilities should be rewarded, though he says he is against separate consulting cubicles or rooms. Brief experience in an American pharmacy with such a facility provided to Mr Sharpe that patients felt inhibited, uncomfortable, and conspicuous when they were singled out for a "special" consultation. However, better facilities were required. "I believe that within existing pharmacies it is possible to

provide a confidential service without separate rooms. Nor am I very happy about taking people into the dispensary."

Mr Sharpe says the level of agreement reached between the three parties is greater than he expected at this early stage.

And he says PSNC will listen to the views of any contractors, including those of the British Pharmacists Association, if anyone has something constructive to offer the negotiating team. PSNC's own working party on Nuffield is set to report to the full Committee at its September meeting.

PSNC vice-chairman David Coleman has written to Local Pharmaceutical Committees in the Anglia Region warning of a possible "substantial reduction" in the profit margin on NHS dispensing. "The DHSS says capital invested in pharmacy should be considered as non-risk capital and thus the profit formula should not reflect any element of risk."

"The DHSS argument appears to be that pharmacy as a whole has no risk and that it is only individuals who are subject to risk," he continues.

"I am amazed that such suggestions could emanate from the Department of Health — they would appear to be totally in conflict with the Green Paper, (anxious to ensure that skill and knowledge are used to best advantage) — with the Nuffield Report and with countless civil servants — and all of us who have backed a professional role for pharmacy and have encouraged the present mix of company and proprietor owned pharmacies."

'Pharmacy Week' call by PSNC

The Pharmaceutical Services Negotiating committee wants a "Pharmacy Week" next year to focus attention on pharmacy at both a national and local level.

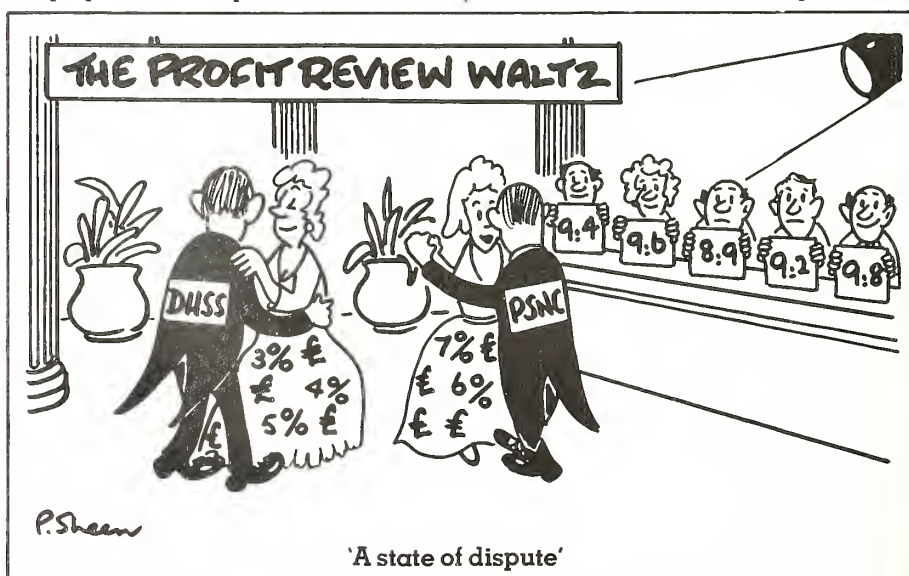
It will be consulting with the Pharmaceutical Society and the National Pharmaceutical Association to organise the week which Mr Sharpe says should aim to promote pharmacy as "the caring profession" to the public.

Tri-partite talks on Nuffield . . .

Tri-partite discussions involving the Pharmaceutical Society, the PSNC and the National Pharmaceutical Association are in progress to decide on an agreed and practical pharmacy stance on Nuffield.

PSNC chairman David Sharpe says taking on some of the new roles proposed for the profession — and being paid for them — should save the DHSS money. He hopes they will reach an accord by Autumn to allow PSNC to start negotiating new roles for new money.

New factors PSNC want built into the balance sheet for pharmacist contractors include an attendance allowance; an advisory allowance, and one for good practice. Such "practice" allowances should not alter the main thrust of remuneration, Mr Sharpe says, which will be related to the number of scripts.



... prepare for LPC conference

The Pharmaceutical Services Negotiating Committee has called a Conference of Local Pharmaceutical Committees on Sunday, March 8, 1987 to discuss and vote on a remuneration package for 1987-88.

The package will reflect the profession's movement towards taking on new roles outlined in the Committee's own

new contract proposals, the Nuffield Report and the Government's discussions document on Primary Health Care.

And it will be "all or nothing", PSNC chairman Mr Sharpe says, in the sense that a "no vote" would be one of no confidence in the Committee leaving contractors isolated.

☐ PSNC is continuing to lobby Peers to secure an uneventful passage of the NHS (Amendment) Bill through the Lords. Mr Sharpe says he hopes Peers will be able to amend the Bill to include a national appeals system on contract limitation (C&D last week, p1160).

PSGB checks script fraud

The Pharmaceutical Society has confirmed that a pharmacist from the Glasgow area is under investigation by the Law Department for fraudulent claims from the NHS.

It is alleged that the claims arise from prescriptions "bought" by the pharmacist from people who have posed as bogus patients at a surgery. The doctor is said to write out a prescription for a drug and the script is sold to the pharmacist by the patient who claims the full amount back

without dispensing the drug.

The PSGB "totally denies" statements attributed to the head of the Society's Law Department Mr Gordon Appelbe which on behalf of Mr Appelbe implied that this practice was widespread in Glasgow. The statements appeared in an article in *The Glasgow Sunday Mail* under the headline "Crooked Chemists". A spokesman for the Society said as far as they were aware only one case had been reported and this has been under investigation for some months.

☐ A similar case has been reported in the West Midlands in which it is alleged that prescriptions has been "purchased" at the rate of £2 per item cash or the equivalent in goods to bring the number of scripts above the new contract cut-off level.

Government backs 'alternatives'

"The Government wholeheartedly supports the freedom of the individual to seek the benefits of alternative medicines and therapies," Lady Trumpington, Parliamentary Under-secretary at the DHSS, said last week.

In a speech to the Royal Society of Medicine she recognised that alternative medicines were here to stay but warned against charlatans and "get-rich-quick" merchants who were taking advantage of the growing interest in alternative care. She urged the professional bodies representing these treatments to "get their act together" to protect patients by maintaining proper standards and qualifications. She was against Government interference in this area.

While the effectiveness of alternative therapies might not be proven scientifically, no one should underestimate the importance of the hope

and comfort provided for some people.

The Department's review of herbal remedies meant consumers would be able to buy these products with increased confidence about their safety and effectiveness. There would be full consultation on the arrangements for reviewing homoeopathic medicines.

Last week the Pharmaceutical Society's Council issued a statement recommending members to tell patients seeking advice on homoeopathic products that there is no scientific evidence for their efficacy beyond that expected from a placebo response. Council pointed out there were many reports that lengthy consultations with a homoeopathic practitioner were beneficial but it was unlikely that these benefits could extend to OTC recommendation or self-selection sale.

☐ Homoeopathic manufacturers A. Nelson say it was probably inevitable that the Pharmaceutical Society would not pass the opportunity to reinforce the views of the British Medical Association. "Nelsons have thousands of signed reports by those members of the public who have experienced successful self-medication with homoeopathic medicines, some of them quite dramatic."

Radical NHS reforms call

Radical economic reforms are necessary to ease the burden on the NHS and improve its performance says the latest report from the Office of Health Economics.

Marketing principles should be introduced into the NHS with district health authorities free to buy services from each other, and private health organisations. Alternatively, family doctors could be "budget holders" allocating NHS money to hospitals as they send patients for treatment. The cash available should be concentrated on the most effective medical treatments, and private and voluntary medical care encouraged, it says.

The NHS is facing acute shortages at a time when science is extending the scope of medical care available, and the report acknowledges that no political party could allocate sufficient funds from taxation to meet all medical needs. However extra resources are urgently needed. The implementation of "unpopular" economic principles such as those outlined above could be the answer it concludes. "Health; the politicians dilemma" (£1.00) Office of Health Economics, 12, Whitehall, London.

Europharm man for trial

Mr Kenneth Higson, of Europharm Ltd, Ladysave House, Decoy Road, Worthing, who has been committed for trial by Worthing magistrates is accused of eight offences of selling medical products unlawfully.

He is accused of five offences of selling medical products without a licence, four of having medical products for sale without a licence and one of having products for sale without labels not written in English. He was committed on bail to Chichester Crown Court.

'Harmony' debate

As C&D went to Press, the House of Commons was due to debate Common Market Directives aimed at harmonising regulations on the marketing and testing of medicinal products. A DHSS spokesman said the Directives, when implemented, would make "very little difference" to firms in Britain. After Parliamentary approval, the Directives must be ratified by the EEC Ministers.

Farley consider compensation

The liquidators for Farley Health Products, Cork Gully are considering claims for compensation in 20 cases where salmonella poisoning may have been due to contaminated baby milk or Complan from Farley's Kendal Factory.

A spokesman for Cork Gully says Farley deny liability but would consider *ex gratia* payments in the light of supporting medicine evidence. He also denied a report in *The Sunday Times* (June 15) that Glaxo (former owners of Farley's before its sale to Boots) have set aside £10m to pay outstanding debts and claims.

The Sunday Times that five families may go to court to fight for compensation. Some of the infants infected are reported still to be carriers of the organism and one child may have suffered permanent bowel damage. Cork Gully say it regrets the "general flavour" of the report because it implied that Farley were "going slowly" in dealing with claims. This was not the case, he said. All claims are being dealt with in the same way and the company was awaiting medical reports.

Cylinders again

The saga of the O₂ cylinders continues. C&D received a letter this week from Essex County Council chief fire officer, Mr R.C. Paramor, who says the London Fire Service advise no more than two cylinders in the home, though it is legal to have more.

Blacklist changes

Alexitol sodium tablets 360mg, Beogex suppositories, Ferfolc SV tablets, Maalox plus suspension, paracetamol soluble tablets, Polycrol forte gel and Sudafed SA capsules are to be deleted from, and Pameton tablets are to be added to the blacklist as of July 1. The same changes apply in Scotland. The additions and deletions were made under The National Health Service (General Medical and Pharmaceutical Services) Amendment (No. 2) Regulations 1986 (SI No. 916 HMSO £0.45) and The National Health Service (General Medical and Pharmaceutical Services) (Scotland) Amendment (No. 2) Regulations 1986 (SI No. 925 (S.80) HMSO £0.45).

Whizz! Bang!

Report of Pharmaceutical Society last week. First post-election get-together. Mr Alan Nathan comes up against the power of reality. Bang . . . Full Stop! But carry on shouting, lad, your heart's in the right place, and the feeling you have for what is right will have its effect over the next few years. After all I've been going at it, hammer and tongs for years.

Why do you think I took this job, knowing I could never get the prominence anyone with half my conceit craves? Because it gave me a platform . . . Oh, by the way, how about asking your friend on the Isle of Man to give it a rest for a while? Those dreary mile-long letters week after week after week!

He's right!

We saw an article, June 7, from David Liston of Birmingham which threw me into a flurry of re-thinking some of the things I just accepted. I may have moaned a bit, but that was all. I suppose I'm so innately conservative that I have come to work on the proposition that it is proper and natural to develop anything from the basis of what we already have. It therefore seemed quite natural to see further restrictions on the prescribing of drugs being covered by the various CD regulations.

Mr Liston has done the unforgiveable. He has taken a dispassionate view of the whole scene and asked one simple question. "Does it achieve anything worthwhile?" Once you accept what the aims of the regulations are, the answer, rather foolishly is . . . No!

Unacceptable injustice

Also, like David Liston I think it appalling to be told that if I dispense a prescription, and subsequently find it was forged I am to be held as criminally guilty! Of course this is untenable and manifestly unjust.

As he said, we have to tell the Government we will neither accept it nor will we prosecute any member who is so trapped. The situation, though far more serious, is analogous to the time when we pharmacists were held responsible for the truth or otherwise, of statements signed on the back of prescriptions by people claiming to be exempt from payments. If they told lies we were still responsible . . .

And his scorn of the PSGB for sitting on the wall over parallel imports for three years, is equalled only by my own. I would

like to enlarge on this but regret I cannot. But I believe, truly, changes in attitude at the top are being felt. Like him, I believe if we are professionals we should be treated as such. Our judgments over the dispensing and supply of drugs in any given circumstances must be accepted as proper to the full exercise of our accepted responsibility for the consequences. Any group purporting to be professional, which is not allowed this minimum responsibility is kidding itself and will be dismissed as pretentious *poseurs* until they have secured it.

Chemist's only

It's nice to know who your friends are, and to be able to trust them implicitly. "Give us your support," they said, "and we will give you ours. Full advertising cover, full margin, and rest secure in what will be a true pharmacy house line. Besides," they said, "already we have the open market pretty well sewn up with the same goods marketed under different names with different margins."

So we went along with this, got behind the Panadol and Panadeine and other company products and lo — sales began to be generated which obviously pleased the cockles of everybody's heart. Pleased them so much that one day it occurred to the company they could make a lot of more money if they gave us a bit less. After all, chemists are idiots, they won't even notice, and even if they do, they will soon get over it. As it turned out, the chemists just moaned a bit, but carried on selling.

So, the heart whose cockles were beginning to well and truly glow said to itself: "Golly! They've hardly noticed. I may as well cash in to the full on all that solid groundwork. I'll market Panadol everywhere".

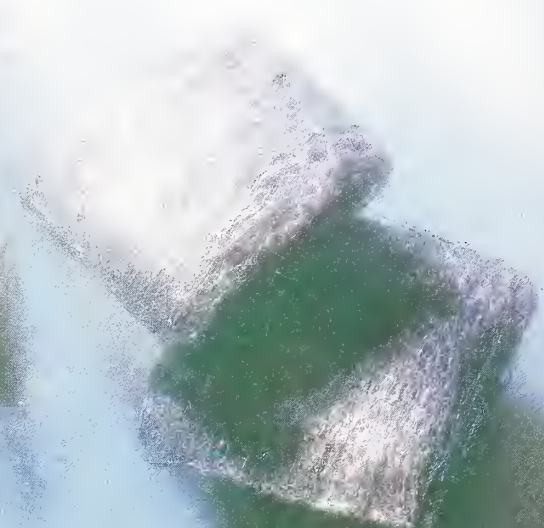
Well, I've got paracetamol, I've got ibuprofen, and I don't need Panadol. I can switch-sell as well as the next by offering the same analgesic from other manufacturers whose margin to us is better and whose retail prices are more competitive. Their representative need not call on me. It offends me that I am to be offered 100s paracetamol for 28p — which appear to be identical to Panadol — from one branch of a company when the other branch can only give a 28 per cent margin on 96 Panadol retailing at £2.12.

Once more I grind my teeth at the lost National Pharmaceutical Association opportunity with our Independent Chemists Marketing Ltd company. Bad decisions and a total lack of foresight have wiped out what could have been the base for the most powerful marketing company in pharmacy.

IF YOU RECOMMEND SOAP TO YOUR CUSTOMERS, HERE ARE SOME OTHER THINGS YOU MIGHT LIKE TO SUGGEST.



facecloth



make-up remover pads



tweezers

More and more women are realising that soap is extremely hard on their skin. And they are starting to look for alternatives.

SebaMed is completely free from soap and the harm it can do. Its gentle formulation has been specially developed by dermatologists to clean deep into the pores but without destroying the skin's natural protective layer.

SebaMed has a pH value of 5.5, which not by coincidence is exactly the same as that of healthy skin.

Because of this, SebaMed is able to both restore and maintain the natural, delicate balance of oil and moisture. So unlike soap, SebaMed

will leave skin feeling soft and supple, not tight and dry.

The cleansing bar is just one of the SebaMed range of moisturisers, cleansers and creams, all of which are totally free from soap. Beginning in July, SebaMed will be promoted nationally in leading women's magazines.

With a £180,000 campaign running until December.

So even more women than ever will soon be looking for a kinder alternative to soap.

Make sure you have SebaMed in stock. It will certainly help your customers keep their skin healthy, while having a similar effect on your bank balance.



For beautifully healthy skin

BETTER TREATMENT FOR YOUR SKIN.

WE'VE GOT THEM LICKED!

Colorama's success has been confirmed. In 1985 'Which?' and 'The Amateur Photographer' gave us top ratings for print quality, speed and price out of more than sixty U.K. competitors. We are still out front. In 1986 young Molly here, will play an important part in our biggest ever advertising campaign and in a promotional link-up with Lyons Maid, she'll bring you even more customers. **This is the support you can expect...**

WE'VE GOT THE COMPETITION LICKED ON SERVICE.

Colorama are the biggest and best in London. In 1985 we heavily increased production capacity for our Fast Foto Service and a wide range of back-up services – colour enlargements, poster prints, colour prints from slides and even prints from prints! **Public confidence** is the most important factor in our service and we never forget it, maintaining consistent Colorama quality, speed and price **second to none!**

WE'VE GOT THEM LICKED ON ADVERTISING AND PROMOTION.

Last year, Colorama campaigns via poster and radio were highly successful. D&P business rocketed!

1986 WILL SEE OUR BIGGEST CAMPAIGN EVER.

Molly will win many a heart on hundreds of full colour bus side posters seen by millions of people throughout Greater London.

She will also colour your day in a targetted poster

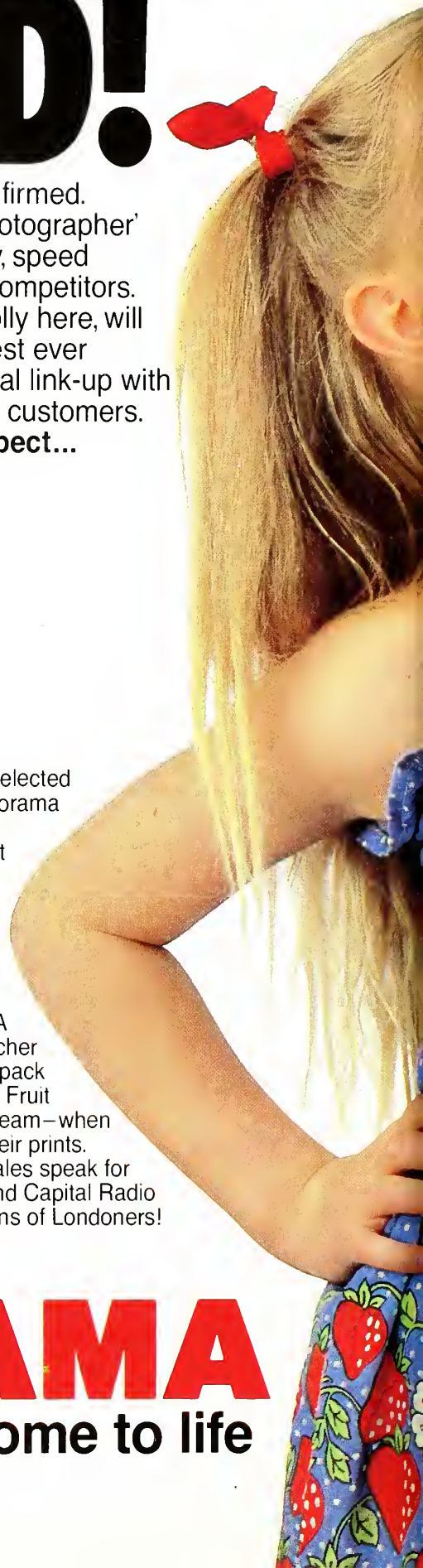


campaign of selected sites near Colorama dealers.

Over August Bank Holiday on Capital Radio, there'll be a special family offer. Something for **all** the family. A 25 pence voucher off any family pack of Lyons Maid Fruit Harvest ice-cream – when they collect their prints. Lyons Maid sales speak for themselves and Capital Radio reaches millions of Londoners!

COLORAMA

Where great photos come to life



COMPETITION



WE'VE GOT THEM LICKED ON MERCHANDISING.

In 1985 Colorama's new corporate image put paid to rivalry from the 'high street' retail multiples! The now famous window merchandising in red and white was test marketed and in some cases increased D&P volume by over 100%! The average increase was over 40% for the same period in the previous year.

Think about it... because that's what Colorama can do for you just by bringing people into your shop **and the spin-off from extra sales in general can be equally impressive.**

WE'VE GOT THEM LICKED ON DEALER INCENTIVES.

As a Colorama dealer, you'll know that we provide excellent discount structures, price lists and a hot-line for on-the-spot enquiries.

For your sales assistants there are staff training schemes to ensure that they give a knowledgeable service to customers and are further encouraged with the Colorama monthly Bonus Scheme.

We think it's fair to say that Colorama's 1986 programme and you, our **Partners in Processing**, really do have the competition licked!



Colorama Processing Laboratories Limited
44-58 Lancaster Street London SE1 0RP
Telephone **01-261 1082**

TV
starts July!

TOOTHPASTE
for sensitive teeth

Mint Flavour

SENSODYNE
TOOTHPASTE
for sensitive teeth

SENSODYNE
TOOTHPASTE
for sensitive teeth

Mint Flavour
SENSODYNE
TOOTHPASTE
for sensitive teeth

SENSODYNE
TOOTHPASTE
for sensitive teeth

Mint Flavour
SENSODYNE
TOOTHPASTE
for sensitive teeth

NEW

SENSODYNE
TOOTHPASTE

Proven to stop the pain of sensitive teeth

New Fresh Flavour with Fluoride

SENSODYNE
TOOTHPASTE

Proven to stop the pain of sensitive teeth

New Fresh Flavour with Fluoride

SENSODYNE
TOOTHPASTE

Proven to stop the pain of sensitive teeth

New Fresh Flavour with Fluoride

SENSODYNE
TOOTHPASTE

Proven to stop the pain of sensitive teeth

Everything
you need to corner the market

New Sensodyne F completes our range.

It contains a new unique active ingredient and an effective level of fluoride for protection against tooth decay.

Sensodyne F will expand the sensitive toothpaste market and will attract new users¹ to give you high extra profits.

Sensodyne F is available in 45ml size only.

Sensodyne is supported by a massive \$2 million national TV campaign, and exciting new on-pack offers. Next burst TV featuring all 3 Sensodyne toothpastes starts in July.

So stock up right now with Sensodyne F, Mint and Original to meet the biggest demand ever! They are all you need to take your full share of sensitivity profits.

NEW SENSODYNE F. SENSODYNE MINT. SENSODYNE ORIGINAL.

SENSODYNE TOOTHPASTES
NOW MORE SALES FOR EVEN BIGGER PROFITS.

Stafford-Miller Ltd., Hatfield, Herts. AL10 0NZ. Tel. Hatfield 61151

¹ Independent Consumer trial 1986. Data on file, Stafford-Miller Limited.



New Preparation

Preparation H has been repackaged and new display units are available which hold 12 packs of 12 suppositories and 12 packs of 28g ointment. Pharmacists should contact their Whitehall representative to obtain the display units and for details of special bonus offers, say *Whitehall Laboratories, 11 Chenies Street, London.*

En-de-Kay additive free

En-de-Kay Fluotabs additive free are an addition to Stafford-Miller's fluoride supplement range, and are free of artificial colourings and flavourings. Each tablet contains 0.55mg sodium fluoride BP, equivalent to 0.25mg fluoride ion, and suitable for children of all ages, especially those allergic to azo-dyes.

However, En-de-Kay Fluodrops, Fluotabs 2-4 years, and Fluotabs 4+ years contain only approved additives, and do not include tartrazine which has been linked to hyperactivity, say Stafford-Miller.

The range is advertised throughout the year in *Parents and Mother and Baby*, and retails at £1.81 per 200 pack. *Stafford-Miller Ltd, The Common, Hatfield, Herts.*

PRESCRIPTION SPECIALITIES

Prostin E2 gel

Manufacturer Upjohn Ltd, Fleming Way, Crawley, West Sussex RH10 2NJ

Description Translucent thixotropic gel 1mg or 2mg dinoprostone in 3g (2.5ml)

Uses Induction of labour **Dosage** 1mg vaginally. If labour not established second dose of 1mg or 2mg may after six hours. Full details in Data Sheet

Contraindications, etc See Data Sheet Prostin E2 gel and tablets are not bioequivalent. Store at 2 to 8°C

Supply restrictions Prescription only

Packs Singly (1mg £14.52, 2mg £16)

Product Licences 1mg PL 0032/0123

2mg PL 0032/0124

Issued June 1986

Dioctyl label

Following inquiries about the slightly turbid appearance of Dioctyl syrup and paediatric syrup, Medo Pharmaceuticals draw attention to the label instructions for assisting dissolution of "flaky crystals" of docusate.

"Storage in a cold atmosphere produces flaky crystals which can be rapidly redissolved by standing the container in water at 40°C or leaving in a warm room for two or three days. Shaking assists re-dissolution."

Further information from the technical services manager, *Medo Pharmaceuticals Ltd, East Street, Chesham, Bucks HP5 1DG.*

International aid for insecticides

International Laboratories are to publish, bi-monthly, a list of health authorities presently recommending either carbaryl or malathion for local insecticidal use as an aid to pharmacist recommendation (see p1221).

Many health authorities have voluntarily followed the insecticide rotation system instigated by Dr John Maunders of the Medical Entomology Centre at Cambridge to preserve the ongoing potency of malathion and carbaryl, International say. But he has expressed concern that non-conformity among retail pharmacists could endanger the scheme. The company says that such recommendation concern's the formulation's active ingredient only and does not imply, in any way, endorsement of any branded product.

However, the advertisement — dated by month and year — lists each authority with a colour code to indicate whether the insecticide of the moment is carbaryl (red), or carbaryl (grey): the theme is discretely followed through to a list of company products at the bottom of the copy.

So far the co-operation of 106 out of 200 or so health authorities has been obtained by the company, who aim to make the scheme fully inclusive before long. International have produced a reply-paid card for the updating of the list by the authorities with name, insecticide currently in use, proposed date of change, and contact point. The company hopes to include projected changeover dates in future lists as on stock aid, and another key system will show additions. *International Laboratories Ltd, Charwell House, Wilsom Road, Alton, Hampshire*

VERACUR gel

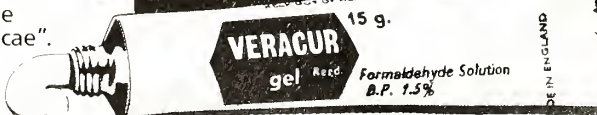
PREFERRED BECAUSE IT'S PAINLESS

- NO CUTTING ● NO BURNING
- NO NEEDLESSLY DAMAGED TISSUE

"The least destructive method possible should be chosen for the treatment of warts and verrucae".

Ref. BNF 11 1986 30.7.

Veracur Gel is a 1.5% solution of formaldehyde in a clear water miscible base, contains no acid, is convenient and painless.



Full information and from Typharm Limited, Ethical Pharmaceuticals, 14 Parkstone Road, Poole, Dorset BH15 2PG Telephone (0425) 479711.



NEW R.P.M.
£1.55



Sport comes to the chemist

Shulton are extending their distribution of Blue Stratos Sport following a 12 month test market through Boots.

Shulton are targeting the co-ordinated range of toiletries, designed for the sportsman at around 3,000 independent chemists nationwide.

The roll-out will be supported by a £100,000 spend in national newspapers running through July and August. *Today* and *The Star* will carry the colour advertisement opposite sports editorial.

The range is packaged in unbreakable white packs, striped in yellow, blue and red and includes sport spray (30ml £2.75), frequent-use shampoo with anti-chlorine ingredients (140ml £1.75), shower gel

(140ml £1.75), deo talc (100g £1.75) and deo stick (33g £1.75).

Below the line support includes a national sampling programme at top leisure centres nationwide with a year round poster campaign running concurrently in leisure centres.

Sell-in offers are available for the trade: with purchases of one dozen units across each line, there is a free pack of ½ dozen units of both deo talc and frequent use shampoo.

Retailers can enter a free draw with four prizes of £100 of sporting equipment of the winner's choice. A consumer competition (requiring one proof of purchase) will be promoted via shelf edgers. *Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.*

In the bath...

Richards & Appleby are introducing Byron bath and shower gel and a deodorant body spray following the launch of Byron after shave and talc.

A display unit will be available at a

special offer price of £29.95 and this includes a free tester, display and headboard. *Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SU.*

Hair we are again...

The Supersoft original range is to be relaunched with new design, fragrance and formulation and will be expanded to include two new products. The relaunch will be supported with a £3m media and spend.

The two additions to the range are a deep action conditioner (100ml, £0.79) and a direct spray mousse (100ml, £1.05).

The four shampoos in the range all incorporate silk, each with a new fragrance. The shampoos will retail at 125ml, £0.45 and 250ml, £0.79.

The range comprises three conditioners (125ml, £0.54; 250ml, £0.89) plus the new deep action conditioner which is for use every seven to ten days as a complement to the every day use of the normal conditioner.

The advertising for the range comprises a national television campaign and women's Press advertising starting in September, and running until Christmas. *Reckitt & Colman Products Ltd, pharmaceutical division, Damson Lane, Hull HU8 7DS.*

It's a fix!

Daniel Galvin are introducing into their hair care collection Fixe Naturelle.

Made from natural gums, the fixative is alcohol free to avoid drying out the hair. It is ice-blue and, the company claims, does not make hair appear wet or stiff.

Produced without animal testing, the product is packaged in a plastic tube, and retails at £3.75 for a 145ml tube. *Daniel Galvin, 42 George Street, London W1.*

On-line launch

Eye contour cream by Academie is to be launched by Jica Beauty Products in September.

Containing Jojoba oil, it is designed to minimise fine lines around the eyes (£6.50). To support the launch, a counter merchandising unit has been produced and advertising will appear in top women's magazines from October onwards. *Jica Beauty Products Ltd, Island Farm Avenue, Molesey Trading Estate, East Molesey, Surrey KT8 0UZ.*


'CONTAINS NO ASPIRIN'

Sugar free Dentinox Teething Gel **does not contain ASPIRIN** or any other ASPIRIN related ingredient and can be safely recommended for use by even the youngest babies.

Sugar free
Dentinox Gel.

Tried and trusted for baby's teething pains.





They both rely on the knowledge.

Success in any business depends on accurate knowledge.

That's why business and professional publications are seen as essential reading for decision makers in every market. Business publications provide a regular source of informed opinions and up-to-date facts.

And they give you a unique advertising opportunity.

Because each publication is

exclusively devoted to a particular job function or industry, the advertisements are just as relevant, and as closely studied, as the editorial.

No other advertising medium can have such a direct influence on the final buying decision, in the environment where it's made.

And no matter how specialised your message, your readers will know what you're driving at.

**PUT YOUR MONEY
WHERE YOUR
MARKET
IS**

BUSINESS AND PROFESSIONAL PUBLICATIONS

Issued by the British Business Press, a group of 21 leading publishers within the Periodical Publishers Association British Business Press, Imperial House, 15-19 Kingsway, London WC2B 6JN

Brut force on the screen

Brut is being supported with a £1.7m television campaign this year.

The first burst, worth £600,000, is running this month and next, say Fabergé. The commercial uses the copy line: "This is the look to make your day", and is scheduled to coincide with major sporting events such as the World Cup and Wimbledon.

The second burst is planned for November/December.

Fabergé say that more than 80 per cent of the UK target audience of young males will see the Summer campaign nationally. And the bulk of the year's advertising budget is expected to achieve 85 per cent coverage of all adults in the national pre-Christmas spend, say *Fabergé Inc*, Amberley Place, King Edward Court, Windsor SL4 1TN.

Smile please

Richardson-Vicks are running a "miles of smiles" holiday game promotion on Denclen denture cleaner (60ml, 100ml) with a first prize of a fortnight's holiday for two anywhere in the United States.

Five week-long holidays for two in Tenerife, and thousands of £10 and £5 holiday vouchers with travel agents Martin Rooks can also be won. Holidays must be booked before December 31, 1987 and the vouchers redeemed by that date. Entry is free and everyone can win a prize say Richardson Vicks. The promotion runs from now until the end of September 1987. *Richardson-Vicks Ltd*, Rusham Park, Whitehall Lane, Egham, Surrey TW20 9NW.

Larkhall's lips sealed on TV

Larkhall Laboratories are mounting a £300,000 television campaign to support Lipcote lipstick sealer. The campaign breaks on July 28 and covers the LWT and TSW regions with colour advertisements appearing in *Honey*, *Woman's Journal*, *19*, *Woman's World*, *Woman's Own*, *Look Now*, and *Hair and Beauty*.

Shelf-talkers and tumble packs with "as seen on TV" stickers will promote Lipcote in-store, and retailers are being offered 7½ per cent discount on each tumble pack of 24. *Larkhall Laboratories*, 225 Putney Bridge Road, London SW15.



Nailing nine

Nine new products have been added to the Elegant Touch range.

The products comprise: top coat containing acrylic; base coat; super hardener; ridge free for smoothing out surface ridges; protein glaze for conditioning and strengthening the nail surface; no-bite, an anti-nail biting solution; cuticle remover; rapid dry, a non-oily solution to reduce the drying time of nail polish; and nail polish solvent for lengthening the life of nail polish while it's in the bottle.

All the products will fit onto the existing Elegant Touch merchandiser. *Original Additions (Beauty Products) Ltd*, 1 Elystan Business Centre, Springfield Road, Hayes UB4 0UJ.

Clearblue Press

Unipath are putting £400,000 behind Clearblue over the next 12 months. The product features in advertisements in the women's Press from the end of this month, say *Unipath Ltd*, Norse Road, Bedford MK41 0QG.

Nivea single a Natural

Smith and Nephew Consumer Products are this month linking with WEA Records to instigate a full scale release of Aretha Franklin's "Natural Woman" single.

The release date coincides with Nivea's "Natural Woman" television commercial — a national campaign costing £1.25m.

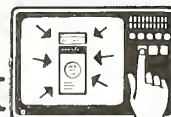
The three Nivea models seen in the commercial will feature on the record sleeve; and Nivea samples and T-shirts will be used to sell the record into the record trade. Smith & Nephew will be providing additional support to chemists with free posters, t-shirts and copies of the single.

The company sees this promotion as an opportunity to support the brand in the chemist sector whose share of skincare sales, it says, has dropped by 25 per cent in three years. *Smith & Nephew Consumer Products Ltd*, Alum Rock Road, Saltley, Birmingham.

Brush off...

G.B. Products Ltd are adding an anti-plaque model to the Jess range, bringing the number of brushes to four. Over the next twelve months the brand will be supported by advertising in the women's Press with the flash on each advertisement "available from your chemist". A range of POS display material will be available in time for the launch of the new 35-tuft model (£0.49) on July 1. *G.B. Products Ltd*, The Coach House, Birmingham Road, Blakedown, Kidderminster, Worcester.

ON TV NEXT WEEK



| | | |
|---------------------|-----------------------|------------------|
| GTV Grampian | U Ulster | STV Scotland |
| B Border | G Granada | (central) |
| C Central | A Anglia | Y Yorkshire |
| CTV Channel Islands | TSW South West | HTV Wales & West |
| LWT London Weekend | TTV Thames Television | TVS South |
| C4 Channel 4 | Bt TV-am | TT Tyne Tees |

| | |
|--|--|
| Active Scholl sandals: | GTV, U, B, G, Y, TT |
| Alberto VO5: | All areas |
| Aller-eze: | U, Y, A, HTV, TSW, TVS, TTV, Bt |
| Amplex: | C, TVS, LWT, TTV, C4, Bt (C, TVS, LWT) |
| Andrews: | G, Y, HTV |
| Andrex: | All areas |
| Anne French: | Bt |
| Arret: | G, C, TTV |
| Askit powders: | GTV, STV |
| Baby Wet Ones: | All areas except C4, Bt |
| Braun Independent hair stylers: | All areas |
| Carmen: | G, Y |
| Carnation footcare: | G, Y, C, TVS, LWT |
| Coppertone: | GTV, STV, B, G, Y, TTV, TT, Bt (All areas) |

| | |
|------------------------------------|--|
| Dixcel: | GTV, B, G, Y, C, TSW, TT, Bt |
| Farleys Breakfast Timers: | Bt |
| Farleys Rusks: | All areas |
| Grecian 2000: | GTV, U, STV, B, G, Y, C, A, HTV, TSW, TVS, TTV, TT |
| Immac Dancer: | GTV, TTV, TT |
| Imperial Leather: | All areas |
| Jordan toothbrushes: | All areas |
| Lady Grecian: | GTV, U, STV, B, G, A, HTV |
| Lipcote: | All areas |
| Listerine: | All areas |
| Murine: | Bt |
| Nurofen: | All areas |
| Odor Eaters: | U, B, Y, TSW, TT |
| Odor Eaters Trainer Tamers: | U, B, Y, TSW |
| Optrex: | All areas |
| Peaudouce Babyslips: | Bt |
| Proflex tablets: | TT, C4 (TT) |
| Rug Patrol: | G, Y, C, LWT |
| Savlon: | All areas except U, B, GTV |
| Scholl foot collection: | All areas |
| Sensodyne toothbrushes: | GTV, STV, Y, A, TVS, LWT, TTV, C4, Bt |
| Sweetex: | All areas |

INSECTICIDES RECOMMENDED BY LOCAL HEALTH DISTRICTS

The following list is published for the guidance of retail pharmacists concerning the recommended formulation for use within their own health district. It must be emphasised that such recommendation concerns the formulation's active ingredient only and does not imply, in any way, endorsement of any branded product.

KEY =
ANTHION

ED =
BARYL

| AUTHORITY |
|-------------------------------------|
| Airedale |
| Angus Unit, Tayside |
| Aylesbury Vale |
| Ayrshire & Arran |
| Barking, Havering & Brentwood |
| Barnet |
| Barnsley |
| Basildon & Thurrock |
| Basingstoke & N. Hants |
| Bassetlaw |
| Bath |
| Bexley |
| Blackburn, Hyndburn & Ribble Valley |
| Bloomsbury |
| Bolton |
| Borders |
| Bradford |
| Brent |
| Brighton |
| Bristol & Weston |
| Bromley |
| Burnley, Pendle & Rossendale |
| Calderdale |
| Camberwell |
| Chester |
| Chichester |
| Chorley & S. Ribble |
| City & Hackney |
| Croydon |
| Cumbria S. |
| Cumbria W. |
| Derbyshire N. |
| Derbyshire S. |
| Doncaster |
| Downs (Mid) |
| Dorset E. |
| Dorset W. |
| Dyfed E. |
| Ealing |
| Eastbourne |
| Enfield |
| Essex (Mid) |
| Essex N.E. |
| Essex W. |
| Forth Valley |
| Frenchay |
| Gateshead |
| Glamorgan W. |
| Grimsby |
| Gwent |
| Harrogate |
| Harrow |
| Hertfordshire E. |
| Hertfordshire N. |
| Hertfordshire N.W. |
| Hertfordshire S.W. |
| Hounslow & Spelthorne |
| |
| |
| |
| |

| |
|-----------------------------------|
| AUTHORITY |
| Huddersfield |
| Hull |
| Lancaster |
| Leeds E. & W. |
| Leicestershire |
| Lincolnshire N. |
| Lincolnshire S. |
| Manchester N. |
| Manchester S. |
| Merton & Sutton |
| Milton Keynes |
| Newcastle |
| Newham |
| Northallerton |
| Nottingham |
| Oxfordshire |
| Paddington & N. Kensington |
| Pembrokeshire |
| Pontefract |
| Portsmouth & S.E. Hants |
| Preston |
| Redbridge |
| Richmond, Twickenham & Roehampton |
| Riverside E. |
| Riverside W. |
| Rochdale |
| Rugby |
| Saint Helens & Knowsley |
| Salford |
| Salisbury |
| Scunthorpe |
| Sefton S. |
| Sheffield |
| Shropshire |
| Solihull |
| Southend |
| Southmead |
| Southport & Formby |
| Staffordshire N. |
| Staffordshire S.E. |
| Suffolk W. |
| Surrey N.W. |
| Surrey S.W. |
| Tameside & Glossop |
| Tayside |
| Trafford |
| Tower Hamlets |
| Tunbridge Wells |
| Tyneside S. |
| Waltham Forest |
| Wandsworth |
| Winchester |
| Worthing |
| W combe |
| York |
| Yorkshire E. |
| |
| |
| |
| |
| |

GREY =
MALATHION

RED =
CARBARYL

This list is managed and space donated by INTERNATIONAL LABORATORIES LTD. in the interests of community health care

**SULEO-C
LOTION**

SULEO
SHAMPOO

DERBAC
SHAMPOO

**SULEO-M
LOTION**

DERBAC
LIQUID

DERBAC
COMB

Shower gel's fresh look

Reckitt & Colman are relaunching their Dettol Deep Fresh shower gel.

The pack has been re-designed to give the brand name more impact. It is set in white on a light blue background. The 200ml pack has a hook so that it can be attached to a rail or other shower fixture. The fluted white cap has a dispenser spout in blue.

Like its sister product Deep Fresh foam bath, the new shower gel contains a deodorising ingredient.

Sales of the foam bath, re-launched last Autumn, are 60 per cent higher than a



year ago and it is now number two in the bath additive market, say Reckitt & Colman.

The gel will carry an introductory price of £0.79 during the Summer months and will then settle down to a rsp of £0.89p. *Reckitt & Colman Products Ltd, pharmaceutical division, Dansom Lane, Hull HU8 7DS.*

Rolling along

Stuart Edgar have extended their Babysoft range to include a four roll pack of kitchen towels. The two ply, 60 sheet kitchen towels are available in white and are packed six in a case. *Stuart Edgar Ltd, South Lancashire Industrial Estate, Bryn, Nr Wigan, Lancs WN4 8DE.*

Oxy on the box

Beecham Proprietary Medicines are supporting the Oxy range with a £600,000 advertising campaign.

Television advertising starts in July. It is targeted at the 14-18 year-old market and features a 20-second commercial which highlights not only Oxy 10, but the whole Oxy range. Oxy 5, and Oxy 10 and Oxy Wash are 'P' products and their pharmacy-only status is emphasised in the advertising.

At retail level the range is being supported by the introduction of new shelf edgers and a display unit featuring Oxy 5 and Oxy 10. *Beecham Proprietary Medicines, Beecham House, Great West Road, Middlesex TW8 9BD.*

A puppy in Fairyland

Bowater-Scott have moved Andrex into a new style of television advertising.

Based on the world of fairy tales but continuing with the puppy theme, the first commercial in the new campaign, was screened this week.

The new commercial is part of the £9m

promotional package supporting Andrex in 1986. It will be screened nationally apart from in Central, Yorkshire and North Harlech regions and where the "Animals" commercial will continue to be shown. *Bowater-Scott Corporation Ltd, Bowater-Scott House, East Grinstead, West Sussex RH19 1UR.*

Expulin moves

From July 1, all orders for Expulin linctus, Expulin paediatric linctus and Expurhin paediatric decongestant should be directed to manufacturers *Galen Ltd, Seagoe Industrial Estate, Craigavon, Northern Ireland BT63 5QD.*

Bathtime in the shop from R&A

Richards & Appleby are offering a free "bath shop" display merchandiser worth £50 in a special trade package.

The bath shop comprises 12 each of the apricot, rose, apple, honey & wheatgerm, and honey & bluebell collections together with a free floor stand and headboard for £165.95 trade.

The all-year-round volume bath preparations comprise fine soaps (£1.25 to £1.45); foam bath moisturiser/cream bath (400ml, £0.99); fine talc (200g, £0.99p) and hand and body lotion (400mg, £1.25). *Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SF.*

A sensitive brush-up

Mason Pearson have developed a "sensitive brush" for sensitive scalps. The bristle tufts are specially sorted and soft, says the company, which claims test marketing has found that people who have virtually had to give up using a brush can now use the model without discomfort.

The brush is 8½in long and comes in dark ruby or ivory colours. It retails for about £11.63. *Mason Pearson Bros Ltd, 37 Old Bond St, London W1.*

Win a trip

A weekend at the Gleneagles Hotel is first prize in May & Baker's "Picture of success" window display competition for their holiday healthcare product range.

Pharmacists are asked to submit a colour photograph of their Avomine, Anthical, and Athisan displays with current POS material before the closing date on August 31. The star prize for two people includes a bottle of champagne, dinner and dancing, a tour of the local sights, and full use of Gleneagles facilities for three nights. Second prize is an Olympic OM40 camera set, with five third prizes of Antler Harrier luggage range. Every entrant will receive a "Picture of Success" brass picture frame. A limited number of entry forms are available now from Anna Vale, UK Medical Marketing, *May & Baker Ltd, Dagenham, Essex RM10.*

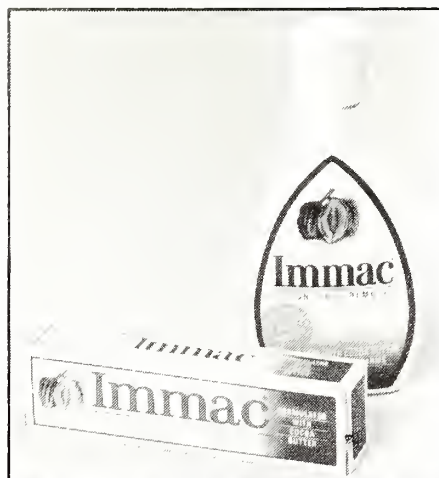


For the very best in
Haircare Accessories
.... Pick a card !



Lady Jayne

Laughton & Sons · Warstock Road ·
Birmingham B14 4RT



Two more for Immac line-up

Whitehall Laboratories are introducing strip wax (18 sheets, £2.99) and cocoa butter cream (sachet, £0.42; 25ml, £0.99; 125ml, £1.77) to the Immac range.

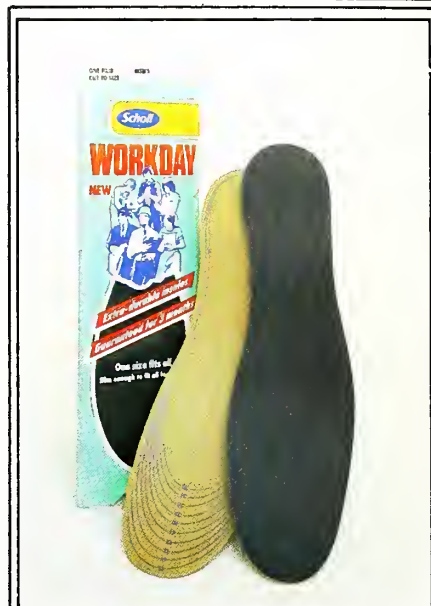
The cocoa butter cream is gentle enough for facial hair says the company and regrowth is much slower than shaving. The packaging is the same as that of the cocoa butter lotion.

Immac Bikini Line is being promoted with a consumer offer. Purchasers can send for a high-cut swimsuit by sending the top of the Bikini Line pack plus £8.95 and 55p postage and packing. The offer closes September 30. *Whitehall Laboratories, Chenies Street, London WC1E 7ET.*

On the buses...

Colorama are going on the buses this Summer. Posters advertising the company's Fast Foto develop and print service will appear on London buses and hoardings around the capital from July to September.

A £0.25-off voucher for any family pack of Lyons Maid fruit harvest ice cream given to consumers when they collect their prints, is hoped to create many new customers for Colorama. And radio commercials on Capital Radio over the August Bank holiday will tell consumers about the offer, say *Colorama Processing Laboratories Ltd, 44 Lancaster Street, London SE1 0RP.*



For people whose jobs involve a lot of standing and walking, Scholl have introduced Workday insoles (£1.99). Guaranteed for three months wear, the heavy-duty insoles are claimed to be extra durable, shock-absorbent and comfortable. They come in two sizes to fit men's or women's shoes and can be cut to size with scissors. A specialist Press campaign in August will support the new insoles. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH*



LIBRIUM
chlordiazepoxide

Roche quality at the drug tariff price

ROCHE
Quality in Medicine
1224

Further information available from Roche Products Limited, PO Box 8, Welwyn Garden City, Hertfordshire AL7 3AY
Chemist & Druggist 21 June 1986

BAGS OF DISTINCTION

from Pierre Cardin



 For full details of our classic range of matching totes, handbags and cosmetic bags in jacquard, bearing the famous Pierre Cardin logo and signature, please contact Les Nurse at...

CHARACTER PRODUCTS

Department CD
A2 Old Brighton Road Lowfield Heath
Crawley West Sussex RH11 0PA
Telephone: Crawley (0293) 548113

Reactolite
RAPIDE
THE WORLD'S FASTEST REACTORS

NOW YOU NEED RAPIDES.

If

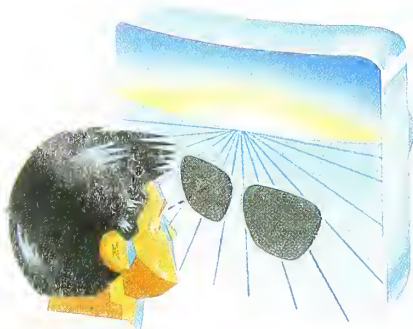
you've not checked your stocks of Reactolite Rapide photochromic sunglasses lately, now's the time to do it.

As well as giving over 98% protection from harmful UV radiation and being made of optically perfect glass which resists scratching and chipping, they change from clear to dark in under 30 seconds – making Rapides the world's fastest reactors. A fact which, together with a new, stylish image, we've been promoting with a full national TV campaign.

Meaning people will be able to recognise instantly our chic new lens sticker (after all, Rapides have the highest brand awareness amongst photochromics by a very large margin).

And because they're effective even without the sun, you can be sure of sales whatever the weather.

So check your stocks of Rapides now before it's too late. Because when you add it all up, they're just what you need this summer.



PILKINGTON
◀ Ophthalmic and Special Glass ▶

People picked their noses. They ironed, argued, smooched, scratched and made tea. Channel 4's "Open the Box" showed the commercial break getting a bad reception, sending waves of boredom through the average household.

Despite this, television advertising is a growth industry. Media forecasters — The Advertising Association predict it will be a £5 billion industry by 1987.

Pharmaceutical and toiletry manufacturers are among the top spenders when it comes to advertising, forking out £50m between them in just the last three months of 1985. It sounds a lot. But it's spent through necessity rather than choice, says Mujib King, group product manager at Chesebrough-Pond's for the Vaseline Intensive Care brand.

"It's crucial in the toiletries market to have a brand name to differentiate your product in the eyes of the consumer," he says. "That's where advertising comes in. There's the product value — what we believe is the effectiveness of Vaseline — and there's the brand value, which for us is the name with its intensive skin care associations".

Advertising also enables the company to switch the consumer's perception of the product according to the time of year. In the Summer the lotion is marketed as an after-sun, in Winter as hand skin care. So, for the company, advertising pays, giving them two selling seasons rather than one. But it doesn't come cheap. Chesebrough-Pond's set aside £8m for advertising last year.

The advertising industry likes to position itself on the fringes of the art world. But reality is more prosaic. The primary consideration when planning a campaign is always the budget, according to Claire Davies of the Porton Advertising Agency.

The National Pharmaceutical Association for example, spends just £1½m a year on the "Ask your Pharmacist" campaign. "We would love to put pharmacy on television more," says Andrew Carnegie, a director at the NPA's advertising agency Cromer, Titterton, Mills and Cowdrey Ltd. But he says the Association just can't afford it. "The funds would disappear in a one-month a year campaign. Three months afterwards very few people would remember it". Mr Carnegie knows you can't educate people overnight. And a generic campaign advertising a service is no easy proposition to get across all at once. With this in mind, he decided not to use posters or radio either. "They are cheaper, but it would just have dissipated the effort," he said. A possibility would have been advertisements on Adshels near pharmacies — capitalising on the High Street handiness of pharmacies.

Back at Chesebrough-Pond's Mr King talks about getting the story across: "You have to keep at it. Advertising makes for a strong message but you have to make it

Television to sell, Press to tell'

Toiletries and medicines are among the most heavily advertised products on television. But those impressive spend figures sometimes add up to less than they claim. This week C&D explores the whys and wherefores of the big advertising campaigns.

consistently".

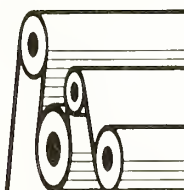
Of course, there are exceptions. Seasonal products like hayfever and cold remedies have sales concentrated in two or three months a year so the manufacturers can afford to go on a short, sharp, media spending spree. Similarly Chesebrough-Pond's advertise their perfumes most heavily

A shrewd media buyer rarely pays the full rate card prices for his advertisements. But they do point up the differences between the various media.



For 30-second slot in non-guaranteed peak time

London WTV £20,000
Granada up to £17,000
STV £6,600
Ulster up to £2,200
TVam £4,800



National Newspaper Full page advertisement

Sun £23,562
Mail (p4-11, b&w) £20,000
Telegraph (b&w) £22,400
Guardian (b&w) £14,000



Full page colour

Radio Times
Oct-Dec £14,050-£14,900
July/August £12,350-£13,200
Company £3,400
Cosmo £5,210
Good Housekeeping £5,600
Woman £18,000

in October and November, in the run-up to Christmas when 50 per cent of sales occur.

But the budget isn't everything. Each advertising medium has its own strengths. In the folk-lore of the advertising industry for example lurks the guideline "TV to sell, Press to tell".

The fact that nearly every household these days has a "telly" means it's the ideal way to reach the mass market consumers. That's why Chesebrough-Pond's invest up to 80 per cent of their spend. "Television looks expensive on paper, but, paradoxically, it's the cheapest way of reaching the mass market" says Mr King.

It all comes down to the magic formula of "cost per thousand", advertisers divide their total spend by the number of people they estimate will see the commercial. And so television advertising is usually a cheaper way than papers or magazines to reach almost every home in the country.

So for sheer numbers reached you can't beat television. But numbers aren't everything either. The trick is to match the product with the people at whom it's aimed — the target audience, whether it be teenage girls, wealthy young married couples or older women with drying skin. Teenage girls, for example, are among the most infrequent viewers. The best way to get the message across to them is through the pages of the glossy magazines aimed at their age group.

Targeting explains why Andrew Carnegie put the NPA campaign on TVam. "Mothers with young children are the biggest users of chemists. And it was found that they often have breakfast television on in the background as they get the kids ready for school. That's why so many pharmaceutical companies like Boots and Fisons also use it."

He says research has shown that the £50,000 spent on television so the NPA tops up recognition from 80 to 95 per cent.

But woe betide the advertiser who, having chosen his medium doesn't watch the clock. Tetleys Bitter men are hardly likely to be watching Farmhouse Kitchen. And the 15 independent television companies, recognising that certain time spots offer appropriate audiences, set the prices accordingly.

It all comes down to ratings. These measure how many people watch the commercial, explains Robin Higgins, regional sales supervisor for Yorkshire TV. Ratings represent a percentage of an audience, he goes on. A manufacturer might plan a campaign and decide he needs, say 400 ratings, to get his message across. The audience ratings for the spot before Coronation Street might be 30, for News at Ten 25. So it pays to go for these spots. Companies actually buy the ratings.

Continued on p1228.

Continued from p1227.

What results from this is a cut-throat operation with companies vying for the top spots. Because TV companies offer a variety of rates for any one thirty-second slot, a really keen media buyer, determined to get at that 7.45pm Wednesday slot can "pre-empt" a previous booking by offering to pay a higher rate.

It happens so often that stations like Granada spell it out in black and white — cheaper spots booked outside peak times can be pre-empted up to 12 noon on the day of transmission — which doesn't leave much time for alternative bookings. To safeguard spots agencies must pay the highest rates.

The price of the various territories covered vary too. Explains Robin Higgins from Yorkshire TV: "The problem for TV companies is that there is a fixed amount of time set by the Independent Broadcasting Association for advertisements — six minutes an hour. A fixed rate would bring in a fixed revenue. But there's more demand for commercial time in some areas than others, so prices go up accordingly".

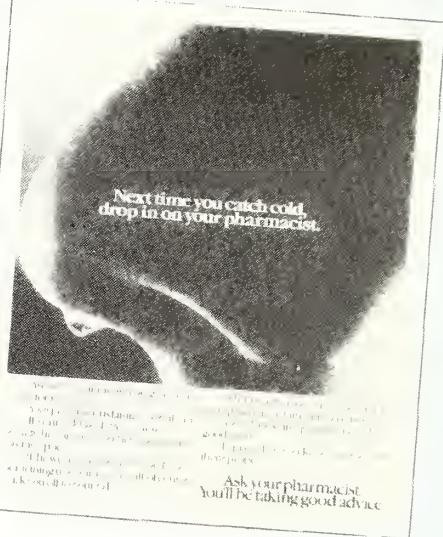
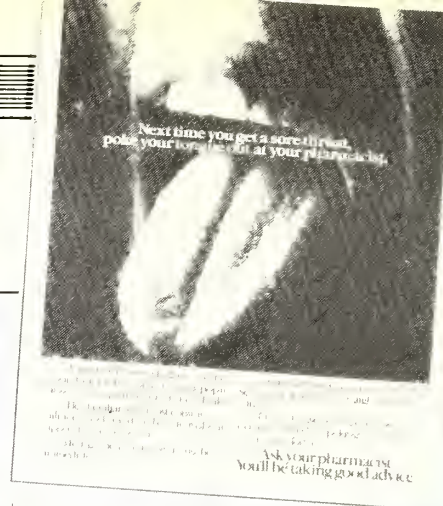
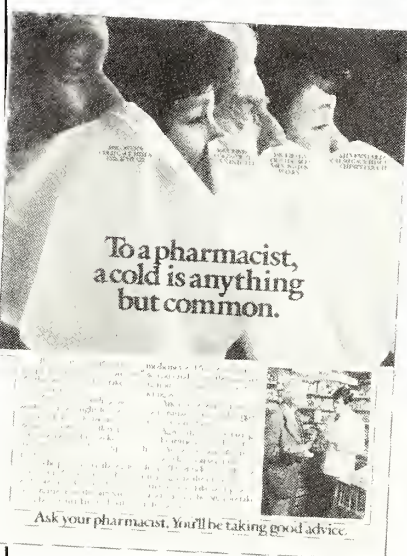
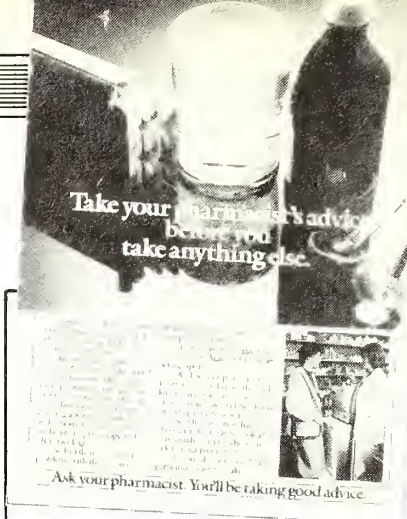
And it can get even more complicated than this — one media buyer described the process as trying to put a jigsaw puzzle together while blindfolded. For what a spot costs on paper (see table) isn't always a true indication of what passes from hand to hand.

For a start all the various media usually knock 15 per cent off the rate card price of advertisements for the agencies — obviously hoping to attract more of their business by doing so. But this isn't passed on to the client. It's how the agencies earn their bread and butter. Explains Mr Carnegie: "The agency will not charge a fee if the client spends more than a certain sum, say £1/2m. Instead it keeps the discount and passes the full price back to the client".

Agencies with multi-million pound portfolios can often get such good deals from salesmen eager to sell them space that they do pass back the bulk-buy benefit.

Disputes can arise over advertising spend claims just because of the rarity of fixed price promotions. C&D unwittingly played host to a dispute involving several companies from a smallish market sector over the claims of "A," repeated in the **Counterpoints** section, regarding a £1.6m spend. Nonsense, cried "B and C". The market's only worth twice that. How could such a spend be justified? But "A" dug his heels in. The amount, he said, was correct by ratecard standards. What his agency had managed to negotiate is anybody's guess.

League tables on advertising work with these theoretical figures as well. "MEAL will give us a £750,000 spend on our last campaign," said Mr King. "But they assess this by looking at our advertisements and working out with rate cards what they would cost. They do not know what the agency paid for the campaign".



Getting the message right is vital — and that means the pictures as well as the words. Two and a half years into its advertising campaign the NPA was advised to sharpen up the message. The agency's creative team and the NPA Board sometimes differed on what was appropriate — headaches were vetoed as subject matter for example, in case they were a symptom of a more serious illness. And the designs are still evolving. The green cross is to be incorporated wherever possible in future. Andrew Carnegie is trying out another headache ad on the Board. And there are plans for a vitamin ad. "Very controversial" smiles Mr Carnegie. "Most pharmacists are anti-vitamin but 30 per cent of the public say they buy them from chemists of health food shops

The papers tell a similar story according to Mr Carnegie. "I've known a case where a colleague was offered a page for £23,000 and got it down to £5,000," he said with a smile. Some publications are harder than others. If it's known that they have a growing circulation for example, it will be more difficult for the agency to get a "bargain". But the consolation is that the advertisement will reach more people which brings down that magical cost per head.

Special positions in every media command premium rates. "Problem pages have a high level of interest so it can be advantageous for the NPA advertisements to be positioned opposite them," says Mr Carnegie.

Readers Digest was chosen for the NPA ads since they not only have a long life, but are often left around in doctors and dentists waiting rooms where healthy issues are uppermost in peoples minds. "The *Morning Star* might be read by a lot of mothers with young children but that isn't quite the point, there are subjective elements like

'environment' to be considered," says Mr Carnegie.

Buying time and space in the media, then, is an uncertain mixture of objective data and what could often be the blind prejudice behind a hunch. But what if all that trouble is for nothing? If our Channel 4 findings are right, Joe Public would rather trifle with tea bags than sit glued to the commercial breaks.

Neither of the media men C&D spoke to agreed. "Sales are directly linked to our advertising," says Mujib King. "They're just beginning to show an upturn now as a result of the campaign which finished last month".

Andrew Carnegie is equally adamant. "The NPA would be mad to stop now," he says. "They've created an enormous reservoir of good will by capitalising on the pharmacist's position as a giver of good advice. Before we started some pharmacists demonstrated a quite vicious antagonism to advertising. Now they seem terribly bullish about what it can achieve. It's nice to see how people can change".

MODISPLAY

Modisplay (Shopfitting) Ltd.

★ **NEW** ★ ★ **NEW** ★
PRODUCTS **COLOURS**

SEE our new range of products and colours
MEET our experienced sales consultants
Modisplay the start of a new counter revolution



★ **A British Made Product** ★
with Unbeatable Value!

See the new Modisplay product range at the Show
or visit our new Enfield showrooms
For quality, style and value it is hard to beat Modisplay

Modisplay (Shopfitting) Ltd

1 Lockfield Avenue, Brimsdown, Enfield, Middlesex EN3 7QE

Telephone: 01-805 6240

Modisplay (Shopfitting) Ltd
1 Lockfield Avenue
Brimdown, Enfield
Middlesex EN3 7QE

I am interested in seeing a sales consultant

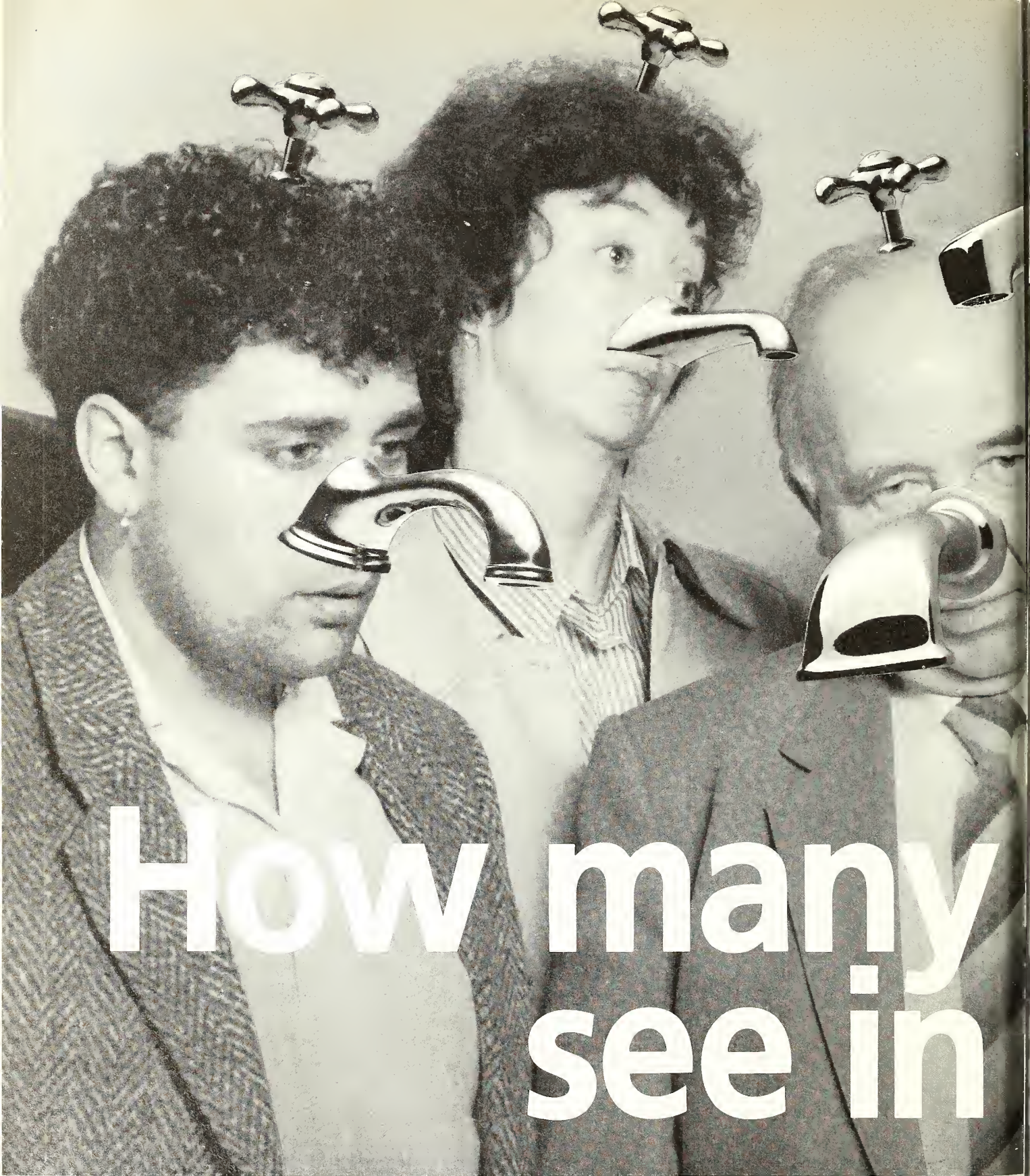
I am interested in receiving details of your product range

Name

Address

Telephone No

CD686

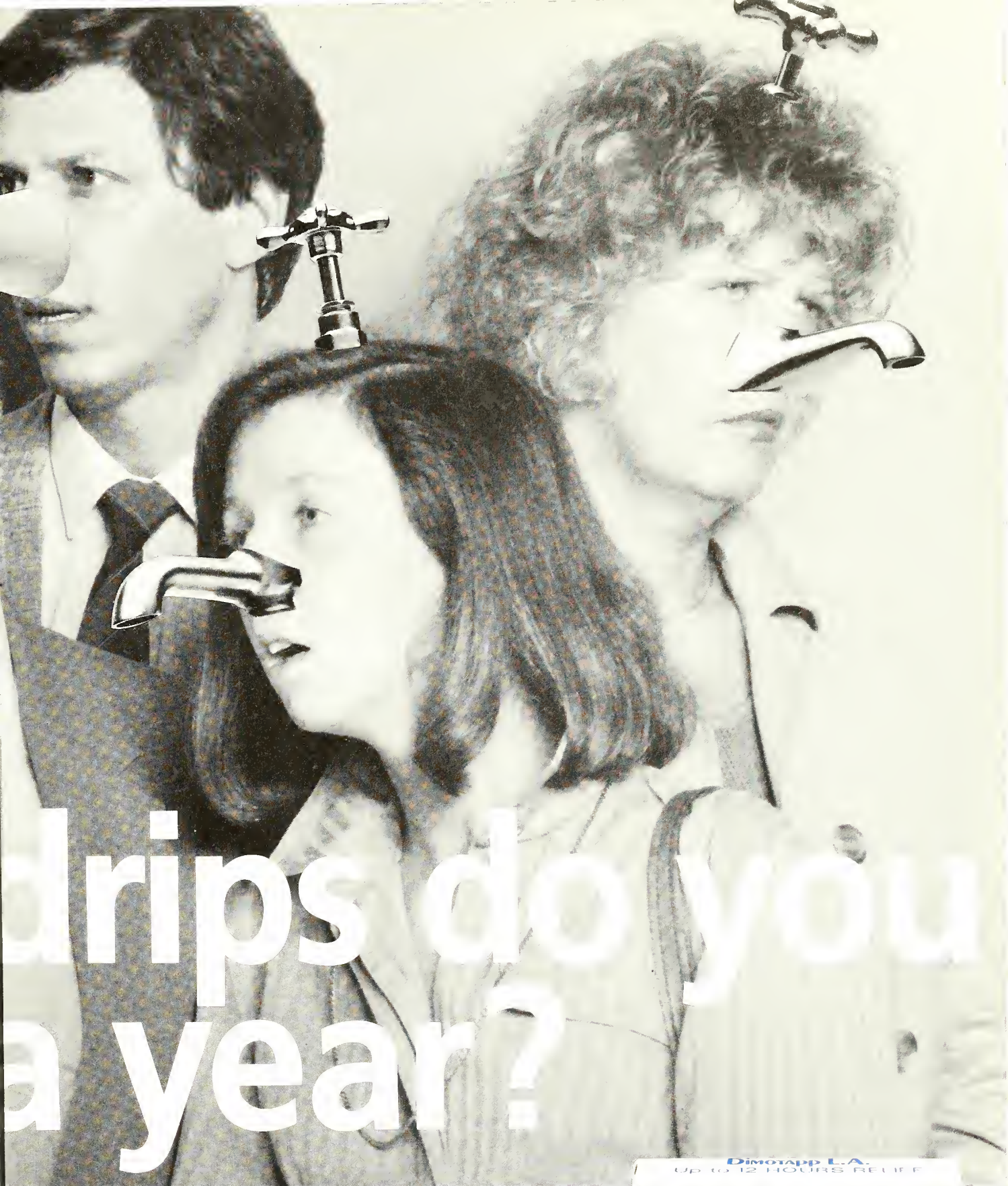


How many see in

At this time of year, a lot of people will be needing Dimotapp. It's not just because Dimotapp is the antihistamine/ decongestant that professionals believe in.

Or because Dimotapp works for up to 12 hours, with a low incidence of drowsiness.

Each long acting tablet contains: Brompheniramine Maleate USP 12mg, Phenylephrine Hydrochloride BP 15mg, Phenylpropanolamine



drips do you a year?

Or even because Dimotapp has a range of sugar-free elixirs.

It's quite simply because Dimotapp turns off a runny nose.

Dimotapp[®] L. A. Turns off a runny nose. Whatever the season.

Hydrochloride BP 15mg



A. H. Robins Co. Ltd. Horsham, West Sussex RH13 5QP

Pharmacists no longer 'just small shopkeepers'

The publicity campaigns designed to encourage people to make more use of their pharmacist appear to be paying some dividends. The pharmacist's image has improved between 1979 and 1985, according to Dr Elizabeth Nelson, chairman of market research group Taylor Nelson.

In both years a sample was asked whether they agreed or disagreed with the statement: "Chemists are really just small shopkeepers and know very little about medicines". In 1979, 15 per cent agreed and 67 per cent disagreed — by 1985 the proportion disagreeing had increased to 71 per cent. Respondents aged 65-74 had more negative attitudes towards the pharmacist than did younger people.

"Future surveys will reveal whether the acceptance of the pharmacist as a source of advice for minor ailments is growing. The delisting proposals as well as the NPA's publicity campaign should push public opinion in this direction," said Dr Nelson.

The aim in recent years of both the DHSS and the NPA has been to encourage the public to use the pharmacists for medicines for minor ailments. Among the 1984 sample, 60 per cent of the respondents agreed with the statement: "For most minor ailments a chemist can give you just as good advice as a doctor".

Endorsement was higher among those who had used an alternative medical practitioner within the previous six months, and among those who were currently using alternative medicines. "This suggests that pharmacists' decisions to stock these types of medicine are sound," said Dr Nelson.

The level of scepticism, shown by the public towards OTC medicines has decreased dramatically. While in 1979 55 per cent disagreed with the statement: "I do not think that medicines that people can buy themselves are any good at all", the figure had risen to 80 per cent in 1985. Purchasing of OTC medicines is highest among the 25's to 54's, and is significantly higher among those who are "pro" alternative medicines and who have already cut down on sugar and salt for health reasons. "Purchase of OTC goods is also significantly higher among those who visit a GP frequently. In other words, a strong link between buying OTC's and buying prescriptions, buying alternative

medicines and being middle aged," said Dr Nelson.

The devaluation of the family doctor and changing public attitudes to prescription medicines suggests that an OTC trend should be observable. In order to explore whether this was happening, Taylor-Nelson asked their health care monitor sample what they would do if they were unwell with each of five common symptoms:

- Felt unwell... thought flu was coming
- had a headache everyday for a week
- had a cough for a week
- had a sore throat lasting two or three days
- had stomach pains or diarrhoea for a couple of days.

The options presented were:

- use a chemist for advice
- buy something over the counter from a chemist
- let it clear up on its own
- consult a doctor.

The results and the changes in response to the first choice between 1979 and 1985 are shown in table 1.

Although there has been an increase in asking the chemist for advice there has been no clear movement towards choice of OTC medicines and this may be related to the image of OTCs, said Dr Nelson.

The general public believe they are becoming much more knowledgeable about drugs. In 1984, 5 per cent strongly agreed and 58 per cent agreed with the statement: "members of the public are becoming more knowledgeable about drugs". Furthermore, better educated consumers feel more confident about judging communications. "However, this also means that he is sensitive to the effect that advertising may have on him and tries to protect himself. This we have called anti-manipulation," said Dr Nelson.

No less than 59 per cent of Europeans are on-trend overall as regards anti-manipulation, some 22 per cent of them strongly so. Those strongly on trend form a substantial proportion of the population in France (37 per cent), Spain (32 per cent), Switzerland (31 per cent), Denmark (26 per cent). The proportion of those strongly on trend in the UK is extremely low at 4 per cent. It is also relatively low in Sweden at 10 per cent.

"The reasons for this lack of suspicion



Dr Elizabeth Nelson, chairman of Taylor Nelson

may well be related to the relatively severe regulations which already police general advertising in these two countries and which are quite well known among the public," suggested Dr Nelson. "However, one of the first tasks of any advertiser in Europe at the present time is to persuade the consumer to suspend his disbelief."

New evidence on consumer awareness of an influence of advertising for self medication products comes in a study carried out in 1985 by GFK in Sweden. When asked how they obtain information on suitable methods of treatment for light and occasional ailments, the most frequent answer was "conversation with acquaintances" 44 per cent, followed by articles and daily newspapers (18 per cent), television and radio (13 per cent), advertisements for drugs (9 per cent). Advertisements for drugs also accounted for a large proportion of sources of information to the general public on suitable treatments (41 per cent).

"Taking into account that the frequency of talking to acquaintances is far higher than seeing advertisements for drugs, then such advertising is an important source of information on suitable treatments for less serious ailments," concluded Dr Nelson. "Even more striking is the extent to which people think well of this advertising — 40 per cent of the population think that advertisements for drugs are reliable — considerably higher than that for articles in weekly magazines."

The pharmaceutical industry in absolute terms is well thought of. The proportion of people who think it influences life in Britain for the worst has stayed around 11 per cent. Nevertheless, the public ascribes less self interest to assistants in chemists shops than to the pharmaceutical companies. And no less than 91 per cent of those asked last year say the pharmaceutical industry should take a more active role in informing the public about health care and medication.

Table 1

| | Headache for a week | | | Stomach pains/ diarrhoea | | | Cough for a week | | | sore throat 2-3 days | | | Thought flu coming on | | |
|---------------------------------|------------------------|----|----|--------------------------------|----|----|---------------------|----|----|-------------------------|----|----|-----------------------------|----|----|
| | 1979 | 84 | 85 | 79 | 84 | 85 | 79 | 84 | 85 | 79 | 84 | 85 | 79 | 84 | 85 |
| % who ask chemist for advice | 4 | 7 | 6 | 10 | 12 | 14 | 11 | 18 | 18 | 11 | 14 | 16 | 6 | 9 | 14 |

Nappy rash. 'Savlon' has got to the bottom of the problem.

SAVLON
baby cream

PREVENTS AND TREATS NAPPY RASH



Savlon Baby Cream is the product which is an essential part of your baby's nappy care routine. It is specially developed by ICI. Savlon Baby Cream contains Germolene, a powerful antiseptic germicide, and lanolin which acts as a protective barrier to a baby's skin cells.

It stops all those irritants and nappy rash-causing bacteria which cause nappy rash. It also soothes and relieves the skin. It is a gentle cream which can be used on all babies' skin. For further information, contact your nearest ICI branch or write to ICI Consumer Services, PO Box 100, Warrington, Cheshire WA1 1YU.

ICI
Consumer Services

OPEN FOR BUSINESS

Breakfast meetings get the day off to a sizzling start.

It's true for the businessman and it's true for the housewife.

TV-am sets up breakfast meetings for advertisers to talk to 13.5 million people every week.*

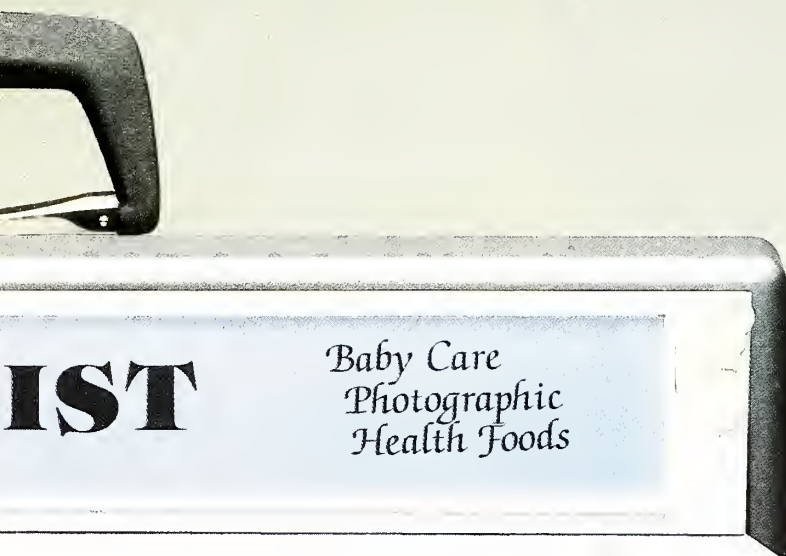
In a month you can reach no less than 50% of housewives with children.*

It's the all-important market for most advertisers and confirms that TV-am is now an important part of any toiletries campaign.

But don't just take our word for it. Ask any of the brand leaders who regularly advertise on TV-am. For example Gillette, Sterling Health, the Wellcome



BEFORE BREAKFAST.



Foundation, Warner Lambert or Elida Gibbs.

They're just a few of the household names who are reaching households all over the country at the most effective moment of the shopping day – the start.

In fact, did you know that 83% of our viewers watch TV-am on the same morning they go out shopping?

Telephone (01) 267 4377 and ask Lucy Wolff for your free copy of 'TV-am – The Marketing Facts'.

It tells the whole story.

Or, if you're already convinced, talk to Tony Vickers NOW about airtime availability, and start selling all the sooner.



TV-am
delivers every morning

Take away ad restrictions to boost OTC sales

Removal of media advertising restrictions in several European countries are needed to stimulate the OTC market. Such advertising is the only economic means of providing nationwide information on OTC medicines, according to past AESGP president Mr A. Jamison (see also p1239).

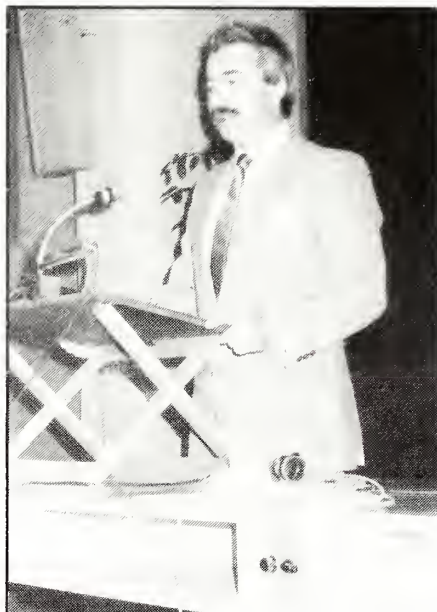
It identifies for the public those ailments for which they can safely treat themselves and promotes responsible medicine usage, he said. "It also promotes healthy competition which, in turn, ensures product quality and value for money."

For media communications to be effective they must be delivered in a very simple and uncluttered form. "If these limitations are recognised — and they apply to all media — then surely it is logical to treat all media alike from a regulatory standpoint," said Mr Jamison. "In many instances television is by far the most cost effective way for the consumer to be informed. So television advertising should be positively encouraged, not discriminated against."

Consumers must have full product knowledge, though, prior to purchase and use, and this is the role of labelling. In the UK the Plain English Campaign has been looking at dosage instructions and statutory warnings on medicine labels. "Their views have been listened to by the health authorities, and I believe the UK Proprietary Association will shortly be asked to give its views on new, simplified wording," PAGB executive director, John Wells said.

But the problems of clear communication are not unique to one country, and to make its views known the European Proprietary Association (AESGP) has published a booklet "The role of consumer information". The booklet describes the role of non-prescription medicines and their use, and gives a brief summary of the legislation covering them in European countries. It discusses the role of advertising and detailed guidance on labelling.

"It is intended to be used as a discussion document which can generate a better understanding of these issues within the industry itself and by legislators," said Mr Wells. "I would suggest every manufacturer makes sure their registration and marketing



Mr A. Jamison, former AESGP president

departments have a copy."

The AESGP will be using the booklet in its contacts with EEC representatives and other European organisations. "It is also time for the industry to talk with consumer groups about the use of non-prescription medicines," suggested Mr Wells. Since part of the booklet is based on research by consumer organisations, it could provide a good basis for discussion.

Do it yourself Danish style

Danish pharmacists produce over a fifth of the country's medicines on their own premises. There are 314 private pharmacies accounting for 16 per cent of output, and 14 hospital pharmacies responsible for 5 per cent.

Foreign and Danish manufacturers (of which there are 30) account for the remaining 52 per cent and 27 per cent, respectively.

Control over the availability of OTC medicines and their promotion is strict. Television advertising is banned, and a product like Strepsils was exempted from prescription only eight years ago. Mr J. Overø, a pharmacist and deputy director of the National Board of Health, says that for many years it has been a tradition to take a restrictive attitude to medicines.

Registration of approved products was introduced in 1955 and today there are only 1,566, some 24 per cent of these being OTC products. There is no "GSL" type list — all medicine sales are restricted to pharmacies.

Prior to 1976 when the Consolidated Medicines Act came into force there were regulations which, to a marked degree, protected the pharmacies' manufacture of

medicines. This, says Mr Overø, is one of the main reasons why pharmacy production is still important. It is becoming more concentrated following the Pharmacy Act of 1984, but previous regulations have left pharmacies in a monopoly position with regard to selling generic products.

There is a tendency to reduce the range of products currently available OTC because of fears of abuse or excessive consumption, according to Mr Overø. Previously certain products were available without prescription in small quantities (eg ten tablets at a time) but this practice is now avoided because the patient, if he wants to abuse the product, can make his purchases frequently.

On the other hand the health authorities have emphasised their desire to make more products available without prescription. "Such development requires a deliberate effort because pressure in that direction is rare. The latest examples are 1 per cent hydrocortisone products, ephedrine nose drops (0.5 per cent), aspirin (500mg) and codeine (10mg) and paracetamol 500mg. These products were made OTC one year ago", says Mr Overø.

The move was the initiative of the Board of Health and was to a large extent a surprise to the Danish pharmaceutical industry, according to Mr S.C. Martiny, of manufacturers A/S Ferrosan. No formal procedure for transfer of substances to OTC status exists.

Under Danish law oral and topical medicines containing established "safe" substances of natural origin or more than 1×10^6 dilution may be exempted. Such products are not registered and may be distributed through any channel, and to a large extent are sold outside pharmacies.

The market for herbal medicines is a growing one and pharmacists have taken an initiative to pull sales into pharmacies without violating their serious image. It is intended to establish a private approval procedure, and only herbal medicines that are approved will be granted the pharmacies "quality stamp".

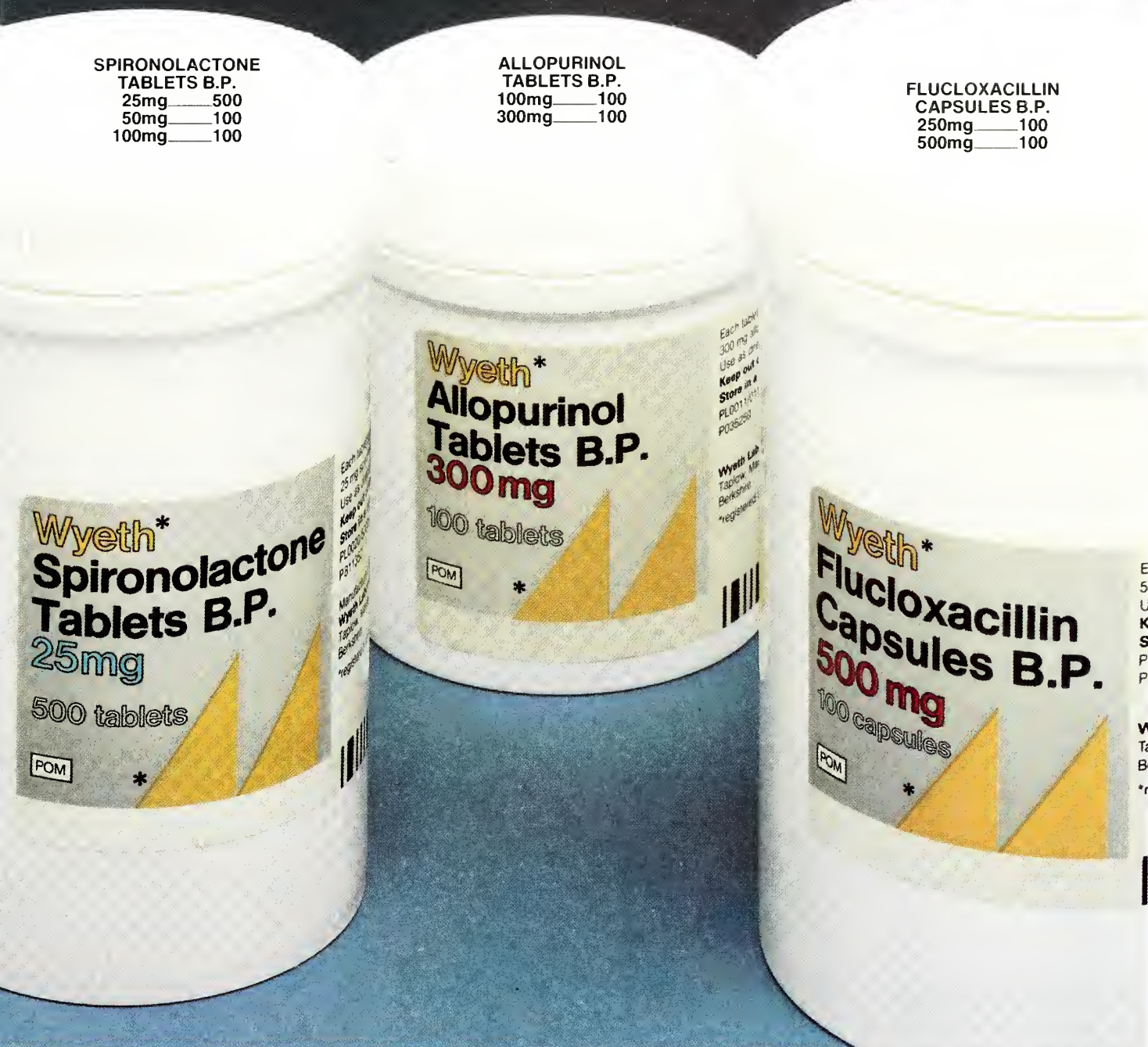
The Danes have recently followed the Swedish example of publishing a layman's guide to the drugs available in the country. In Sweden "The Patient Fuss" was published three years ago and became a best seller with 360,000 copies sold in the first six months. Denmark followed suit with the "Handbook of Drugs" at the end of last year, a common language version of the Danish Drug Catalogue. So far 50,000 copies have sold to a population of 5 million at around £8 each.

Interestingly, sales of OTC drugs dropped by 25 per cent in Sweden after the "Fuss" was published — whether this is a temporary effect is uncertain.

SPIRONOLACTONE
TABLETS B.P.
25mg _____ 500
50mg _____ 100
100mg _____ 100

ALLOPURINOL
TABLETS B.P.
100mg _____ 100
300mg _____ 100

FLUCLOXACILLIN
CAPSULES B.P.
250mg _____ 100
500mg _____ 100



...yet more quality generics from Wyeth.

As a major international research and manufacturing house Wyeth offer you generic products with an unparalleled guarantee of quality. Wyeth also provide you with sales support and technical back-up services, through our large representative and head office team, to give you confidence and maximum peace of mind.

Now you and your patients can benefit from an extended range of Wyeth quality generics which includes spironolactone, allopurinol and flucloxacillin. To enquire about our competitive prices, or any other matter, ring the Wyeth 'Hotline' on 06286 4377 Ext 4519.

WYETH*
GENERICS

Unparalleled quality



*Trade mark.



SUMMER-TIME MAGIC

There is no need for hay fever to spoil the magic of Summer. Proven over many years, Piriton (Chlorpheniramine Maleate BP) is now available in a new blister pack of small, easy-to-swallow tablets for your recommendation.

Piriton is made by Allen & Hanburys and has an established reputation for effective therapy, trusted by professionals and remembered by name by the public.

Hay fever need not spoil the magic of Summer.

NEW
BLISTER PACK



PIRITON
Trade Mark

FOR THE RELIEF OF HAYFEVER,
INSECT BITES & SKIN ALLERGIES
30 tablets 4mg

PIRITON

Low Priced Professional Hay Fever Treatment



Allen & Hanburys Limited, Greenford, Middlesex UB6 0HB. Piriton is a trade mark.

Pressure to ban TV drugs ads

Pressure to prohibit the advertising of medicinal products on radio or television is likely to be applied during discussions on the EEC draft Directive on broadcasting, warned Mr G. Tuck, chairman of the AESGP legal affairs committee, and also on the UK Medicines Commission.

The EEC Economic and Social Committee supported the proposal that advertising non-prescription medicines to the public should be prohibited when giving its views in 1984, although the European Parliament did not take the same stance. The draft Directive does contain proposals to prohibit the broadcast and advertising of tobacco products and subjects that for alcoholic drink to special and strict rules.

The Commission has turned down an invitation to introduce a "transitional ban" on the broadcast advertising of pharmaceuticals, believing it to be more sensible to review the whole question of harmonisation of medicinal advertising at a later date, said Mr Tuck.

It was inappropriate and irrational to associate medicinal products with tobacco and alcohol, he said. The EEC review of licensed medicines, including OTC products, must be completed by 1990, by which time all products will have been evaluated and found to have been of good quality, or withdrawn.

"If self medication makes a positive contribution to the interests of public health, and if the products used have been independently reviewed and approved by government authorities, how can it be in the public interest to prohibit, as a matter of principle, the public becoming aware of the names and availability of those products by broadcast or any other means of advertising?" asked Mr Tuck.

"Strong representations will undoubtedly be made by the 'prohibition school', either that the Directive be amended so as to prohibit the broadcast advertising of medicinal products, or that it be recognised and declared that such advertising to the public encourages behaviour prejudicial to health, and so prohibited under the Directives".

Such moves are wholly unjustified, contrary to the interest of public health and free expression, and must be resisted, he said. However, it is in both the manufacturers' and the public's interest to ensure that OTC advertising conforms to responsible standards. Self-medication products are a category for which



Mr G. Tuck, AESGP legal affairs committee chairman

additional and more specific requirements are appropriate, over and above the generally applicable standards.

The fine detail of advertising medicines is so inextricably linked with such local factors as language and medical practice that the specific requirements — beyond broadly applicable rules — should remain a matter for individual member states, asserted Mr Tuck.

"The authorisation to market a medicinal product in a particular country is a national authorisation. It must remain a matter for the competent authority to determine whether or not the advertising for the product is consistent with the product authorisation. Also, any advertising complaints system can only really operate effectively at local national level."

This approach is clearly reflected in the draft Directive, said Mr Tuck, which reserves to member states the ability to apply additional rules. But this freedom stops short of local rules being permitted to prohibit altogether the broadcast advertising of medicines to the public.

Whether in the future, when the medicines review is completed, it will be thought desirable to harmonise some or all of the specific local requirements remains to be seen. "The last time the Commission looked at the matter ten years ago there was a singular lack of enthusiasm among member states.

Two years ago, in June 1984, the Commission published its Green Paper "Television without frontiers". It is now finalising a draft Directive which will shortly be presented to the Council of Europe. The EEC Commission regards broadcasts transmitted across frontiers within the EEC as one of the principal means of promoting closer union.

The draft also contains provisions requiring member states to ensure that, initially, at least 30 per cent and eventually 60 per cent of internal broadcasting time (excluding news, sport and games shows) consists of transmissions of "community works".

Strict liability not great threat

The EEC product liability Directive is a comparatively modest document, giving member states considerable latitude when determining how many of the provisions should be interpreted when they are translated into domestic legislation. Mr I. Dodds-Smith from London law firm McKenna & Co, told the conference.

The price for compromises needed to make the Directive acceptable meant that for the time being no real harmonisation will result from it. However, it remains a significant step towards better protection for consumers, he said. "All bodies that have looked into the question have concluded there is an overwhelming case for strict liability." (Strict liability means a claimant suffering damage by a defective product can recover compensation *without* having to establish that the defect was the producer's fault, so long as he can prove it was the defect that caused him the damage. Under the Directive strict liability is not a replacement for, but an addition to the existing right to sue under contractual and non-contractual liability.).

A product will be deemed defective when it does not provide the safety a person is entitled to expect, taking all circumstances into account, including presentation, reasonable product use, and the time when the product was launched.

Implementation of the Directive will not represent a major change as far as manufacturing defects are concerned, said Mr Dodds-Smith. Liability is virtually strict already.

Design defects are only of limited relevance to OTC products, suggested Mr Dodds-Smith. "The very fact that they are available OTC probably means that the existence of design defects will normally have been ruled out."

The Department of Trade has made it clear that "presentation" will include instructions, labelling advertising, and marketing arrangements. This suggests the courts will look at the wider activities of the producer in terms of advertising and promotional material.

Even with strict liability the basic obligation of the producer to include proper instructions for use and warnings to make a medicine reasonably safe will not change, and an OTC manufacturer should be protected if he reflects in his product information reputable published evidence, Mr Dodds-Smith said.

LENS CARE MOVES TO PHARMACIES

The market for contact lens care products is both expanding and moving towards pharmacies.



Photo courtesy
Optrex

The wearing of contact lenses has increased in recent years as a result of increased media publicity and, latterly, because opticians are developing an area in which they still hold a monopoly. The relaxation of the law allowing non-qualified retailers to sell spectacles has encouraged opticians to expand services which they alone can give.

About 1.5 million new pairs of lenses are fitted each year, but it is unclear what proportion are new wearers and which are replacement lenses.

Manufacturers' estimates of the recent growth in sales of lens care products range from 15-25 per cent a year and one company expects the market to be worth at least £20 million this year at trade prices, doubling in value since 1982. Half a million litres of solutions are sold annually, and that figure excludes peroxide systems and protein removing tablets. Allergan are market leaders, followed by CooperVision then Abatron.

The market is moving towards pharmacies mainly because of their convenience. CooperVision say the total business through pharmacies grew about 25 per cent in volume last year and Allergan suggest the 1985 trade value of sales through pharmacies, excluding Boots, was about £2.3 million, double that of the previous year.

Between 25-30 per cent of sales now go through pharmacies, the remainder through opticians.

Allergan say that contact lens wearers are predominantly female, aged 18-35, in socio-economic groups ABC. They tend to be fashion conscious and "naturals" for other health and beauty products stocked by the

pharmacy. Abatron have noticed that in recent years the peak age has reduced from 22-23 years to around 18-19, and the upper and lower age limits have increased.

More products are sold for the care of soft lenses, reflecting the greater popularity of this type of lens. About 60 per cent of wearers have soft lenses, mostly those with a medium water content. The traditional hard lenses (PMMA) have declined from 41 per cent of fittings in 1981 to just under 13 per cent last year. They have been superseded by gas permeable lenses which now account for one quarter of all fittings.

CooperVision say that products for soft lens care account for 60 per cent of sales, while those for hard and gas permeable lenses account for the remaining 40 per cent.

Three trends

According to Ian McAffer, general manager, CooperVision's Contactasol division, the market is in a dynamic state of change and there are three dominant trends. The demand for unpreserved saline is increasing because some soft lens wearers experience sensitivity reactions to the preservatives in other salines.

Sales of peroxide solutions are also growing, as are all-in-one solutions for hard lenses which can be used for cleaning, wetting and soaking. Opticians tend to recommend the latter for poor compliers who may be deterred by the more complicated cleaning routines.

The critical point in the consumer's introduction to the brand of lens solution is at the time of fitting. The wearer generally remains loyal to the brand and it is usually inadvisable to change unless recommended

to do so by the contact lens practitioner.

Manufacturers therefore concentrate their promotions towards opticians, especially in providing starter packs for issue to new patients. But, say Alcon, the pharmacy is the market sector that all companies are pursuing because it has great potential for development.

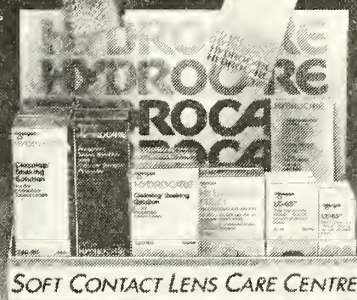
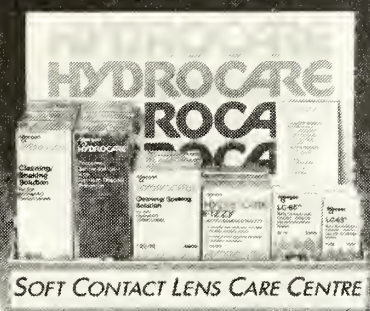
The companies' views differ on how pharmacists can and should influence sales. While John Evans, Abatron's managing director, believes few consumers are influenced by pharmacy counter displays, CooperVision's Mr McAffer thinks sales can be boosted in this way, by encouraging non-compliers to buy products when they would not otherwise bother.

"We know that pharmacists who have displayed our products in the special merchandiser have suddenly realised how much they can sell," he says. Display can also encourage impulse purchase from a pharmacy rather than an optician.

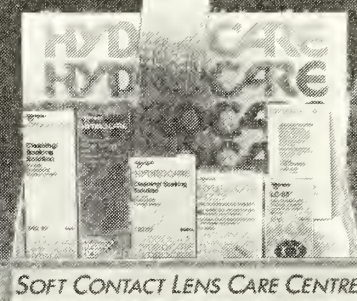
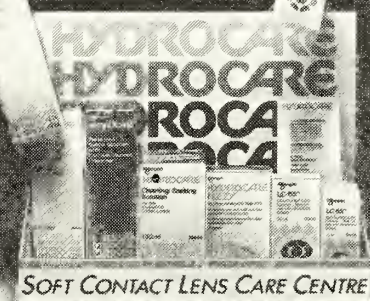
Mr McAffer believes pharmacists should be aware of the risk of reaction to preservatives and be ready to advise contact lens wearers accordingly, perhaps recommending a change to a preservative-free system.

However, Allergan feel strongly that pharmacists should not recommend any change but should refer patients with problems back to their optical practitioners. They add that published, controlled data have shown no more than 4-6 per cent hypersensitivity reactions to preservatives.

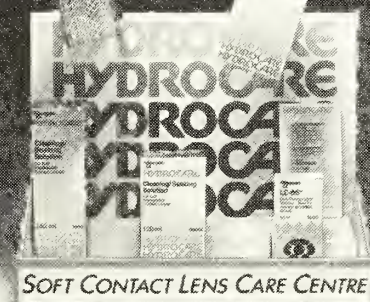
Manufacturers do not advertise lens care products directly to consumers for fear of upsetting the optical profession although, predicts Mr McAffer, this might happen eventually — "but not this year!" he adds.



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CLEANING WITH CARE

Contact lens wearers are not as diligent over cleaning their lenses as they should be and it is thought that pharmacists can help promote higher standards of hygiene.

Studies have shown that compliance with lens cleaning regimens is about one-sixth of what it should be.

Ian McAffer, CooperVision, says the drop-out rate among contact lens wearers is high — about 30 per cent — and a common reason is that they have not followed the correct cleaning procedures so that the lenses have become uncomfortable. Pharmacists have a part to play in encouraging wearers to look after their lenses properly.

The care of hard lenses involves three stages — cleaning, soaking and wetting. Daily cleaning is important to prevent build-up of mucus and other undesirable deposits which harbour bacteria. A surfactant cleaner is used at the end of the day, before leaving the lenses to soak overnight in a disinfecting soaking solution. A wetting solution is used before inserting the clean lens into the eye, to prevent the tears being repelled by the hydrophobic lens material.

Gas permeable lenses require the

additional step of protein removal at regular intervals using enzyme tablets.

High standards of hygiene are even more important for soft lenses which, because of their high water content, are more prone to retain bacteria. Daily cleaning with a surfactant cleaner is essential and is followed by heat disinfection (the boiling method), by cold disinfection (overnight soaking in a disinfecting soaking solution) or by using a peroxide system.

The boiling method is declining in popularity, mainly because of the initial extra cost in buying the equipment necessary. A study quoted by Titmus Eurocon has shown that up to 50 per cent of soft lens wearers using chemical disinfection experience dryness, itching and general ocular discomfort.

Allergan's experience, however, is that problems with chemical disinfection are nothing like as widespread as this figure suggests.

Peroxide systems are becoming more popular because of their speed, efficacy and low incidence of reactions. The lenses are soaked first in hydrogen peroxide solution and then treated to remove residual peroxide.

In the Septicon system, peroxide neutralisation is brought about by the Septicon disc, a platinum catalyst which is placed in Lensrins preserved physiological saline. With Contactasol 10:10, the lenses are soaked for 10 minutes in peroxide solution followed by 10 minutes in preservative-free sodium pyruvate neutraliser.

Another oxidative system is Alcon's Softab, containing sodium dichloroisocyanurate which releases free chlorine in solution.

Periodic protein removal is imperative for soft lenses, and most manufacturers recommend this weekly.

It is important that contact lens wearers also remember to clean their storage cases and change the solution daily to prevent accumulation of bacteria.

Solutions recommended only for hard lenses must never be used for soft lenses because the preservatives they contain — benzalkonium chloride and chlorbutanol — are absorbed into the soft lens material resulting in eye irritation.

Amclair triple enzyme tablets



Advising on lens problems

Manufacturers of contact lens solutions agree that any severe or persistent problems with lens wear should be referred to the optical practitioner.

John Evans, Abatrol, points out that "red eye" is potentially dangerous if not handled correctly. It could indicate giant papillary conjunctivitis so should be referred immediately to the patient's optician or oculist or, failing that, the GP.

Dr Malcolm Rogan, who is responsible for CooperVision's professional and regulatory affairs, suggests that pharmacists can advise contact lens wearers at three different levels according to the severity of symptoms. If patients

complain about sore eyes and non-specific discomfort, this could be due to dirty or damaged lenses or overwear. Pharmacists should recommend that patients stop wearing their lenses for some time, clean them thoroughly, examine them for damage and then try wearing them again.

If the discomfort persists or wearing time is reduced, patients should be advised to see their opticians because there could be several reasons for the problem.

If patients complain of more than one of the following symptoms — redness, eye irritation, sensitivity to light and poor vision — they should seek an early appointment with the contact lens practitioner.

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Clens (Alcon) — for hard only
Contactaclean (CooperVision)
Formula H cleaning (Hydron) — for gas permeable
LC 65 (Allergan)
Miraflow (CooperVision)
Pliagel (Alcon)
Steri-clens (Sauflon)
Titan (Barnes Hind)
Transclean (Smith & Nephew)

Soaking solutions

Ami 10 (Abatron)
Barnes Hind wetting and soaking — for gas permeable
Bausch and Lomb wetting and soaking — for gas permeable
Clean-n-soak (Allergan)
Contactasoak (CooperVision)
Formula H soaking (Hydron) — for gas permeable
Kelsoak 2 (Kelvin)
Soaclens (Alcon)
Soquette (Barnes Hind)
Steri-soak (Sauflon)
Transoak (Smith & Nephew)

Wetting solutions

Barnes Hind wetting and soaking — for hard only
Bausch and Lomb wetting and soaking — for gas permeable
Contactasol (CooperVision)
Formula H wetting (Hydron) — for gas permeable
Kelvinol 2 (Kelvin)
Liquifilm (Allergan)
Transol (Smith & Nephew)

All in one solutions

Contactasol complete care (CooperVision)
Lensine 5 (CooperVision)
One solution (Barnes Hind)
Total (Allergan)

Periodic cleaners (for gas permeable)

Amiclair tablets for protein, lipid, mucins and calcium removal (Abatron)
Barnes Hind intensive cleaner for protein removal
Hydrocare fizzy protein remover tablets (Allergan)
Premix for protein removal (Barnes Hind)
Prymecare protein remover (Smith & Nephew)

In-use comfort

Clerz (CooperVision)
Contactasol complete care (CooperVision)
Lensine 5 (CooperVision)
Steri-fresh (Sauflon)
Transdrop (Smith & Nephew)

Soft lens care

Cleaning solutions

Amiclean (Abatron)
Bausch and Lomb daily cleaner
Cleaner no 4 (Barnes Hind)
Hydroclean (CooperVision)
Hydron cleaning
LC 65 (Allergan)
Mediclean (Kelvin)
Miraflow (CooperVision)
Pliagel (Alcon)
Preflex (Alcon)
Prymeclean (Smith & Nephew)
Steri-solv (Sauflon)
TE cleaning (Titmus Eurocon)

Soaking solutions

Ami 10 (Abatron)
Flex-care (Alcon)
Flexsol (Alcon)
Hydrocare cleaning and soaking (Allergan)
Hexidin (Barnes Hind)
Hydron soaking
Hydrosoak (CooperVision)
Medisoak (Kelvin)
Mirasoak (CooperVision)
Prymesoak (Smith & Nephew)
Steri-sal (Sauflon)
Soflens soaking (Bausch and Lomb)
TE storage and rinsing (Titmus Eurocon)

Saline solutions (for rinsing, etc)

Preserved
Hydrocare preserved saline with calcium deposit preventer (Aillergan)
Normol (Alcon)
SBI saline (Bausch and Lomb)
Solar preserved saline (CooperVision)

Unpreserved

Amidose (Abatron)
Bausch and Lomb saline aerosol
Hydron saline pack
Lens Plus aerosol (Allergan)
Salette (Alcon)
Solar saline spray (CooperVision)
Solusal aerosol (Hydron)

Chemist & Druggist 21 June 1986

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Oxidative systems

Contactasol 10.10 peroxide system
(cleaning and disinfecting solution,
rinsing and neutralising solution)
(CooperVision)

Septicon peroxide system (Lensept and
Lensrins) (Titmus Eurocon)
Softabs (Alcon)

Periodic cleaners

Amclair tablets for protein, lipid, mucin
and calcium removal (Abatron)
Barnes Hind intensive cleaner for protein
removal
Hydrocare fizzy protein remover tablets
(Allergan)
Prymecare protein remover (Smith &
Nephew)
Soflens enzyme tablets for protein removal
(Bausch and Lomb)

In-use comfort

Adapette (Alcon)
Clerz (CooperVision)
Hydron comfort
Hydrosol (CooperVision)
Steri-fresh (Sauflon)

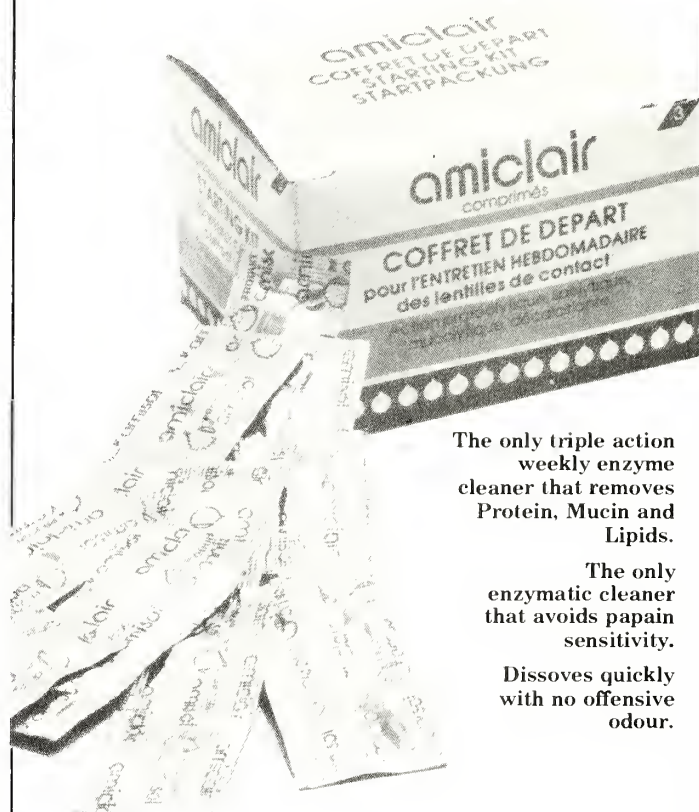
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East Sussex
TN37 6TW.
Mid-Optic Ltd,
Breaston, Derbys
DE7 3BT.

Manufacturers

Abatron Ltd, Chapel Street, Potton, Sandy, Beds.
Alcon Laboratories (UK) Ltd, Imperial Way, Watford, Herts
WD2 4YR.
Allergan Ltd, Turnpike Road, Cressex Industrial Estate, High
Wycombe, Bucks HP12 3NR.
Barnes Hind Ltd, 7 The Bytech Centre, Canada Road, Byleet,
Surrey KT14 7GX.
Bausch and Lomb (UK) Ltd, 74 Oldfield Road, Hampton,
Middlesex TW12 2HR.
CooperVision Optics Ltd, Permalens House, 1 Botley Road,
Hedge End, Southampton SO3 3HB.
Hydron Europe Ltd UK division, Southern Trade Centre,
Admiralty Way, Camberley, Surrey GU15 3DT.
Kelvin Lenses Ltd, Kelvin House, Manchester Road, Denton,
Manchester M34 2AH.
Sauflon Pharmaceuticals Ltd, 16 Childs Place, Earls Court,
London SW5 9RX (Distributors LAB, 91 Amhurst Park,
London N16 5DR).
Smith & Nephew Pharmaceuticals Ltd, Bampton Road, Harold
Hill, Romford, Essex RM3 8SL.
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ALLERGAN GO FOR SOFT SELL

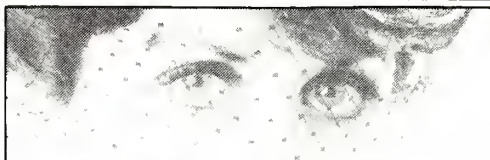
Allergan are promoting their Hydrocare range with the "Soft contact lens care centre". This counter unit holds both sizes of Hydrocare cleaning and soaking solution, the preserved saline, Hydrocare fizzy protein remover tablets and LC-65 30ml.

Pharmacists buying the unit, which is available through wholesalers or Pharmagen, Birmingham, will receive a free stock bonus. A window sticker is available.

The company has introduced a new contact lens storage case, the Lenskeeper (£1.99 trade) which is on introductory offer of 13 as 12 until June 27. It has ribbed storage dishes to aid removal of lenses and is boilable.

The Allergan solutions wallchart, which details how the products are used, has proved so popular it is being reprinted. It is available free to pharmacists.

A peroxide system with "superfast" neutraliser will be introduced shortly.



TWO FOR GAS PERMEABLE

Bausch and Lomb have introduced two solutions for gas permeable lenses.

The concentrated cleaner, for daily cleaning and removal of deposits, contains microscopic polymeric beads which help break the bond between tenacious deposits and the lens without scratching the lens surface. The company believes this may reduce the need to use enzyme cleaning tablets.

The wetting and soaking solution uses chlorhexidine gluconate in conjunction with EDTA as a preservative.

Bausch and Lomb point out that most of their solutions for soft lenses are preserved with sorbic acid which has an allergy rate of less than 1 per cent, less than that found with thimerosal. In the US and Europe the products are marketed under the Sensitive Eyes brand name, for which pharmacists in the UK may be asked.

COOPER EXTEND FIELD OF VISION

CooperVision have set up a pharmacy field force because of the growing importance of business in this sector.

The company is developing a daytime training course on contact lens care for pharmacists and their assistants, to be held at different centres in the UK. In this way the company hopes to make a significant contact with pharmacy and pave the way for other eyecare products which may be introduced in the future. A counter merchandiser is available for pharmacies.

The company advertises to opticians and the opticians' field force gives out starter packs. A professional advice service is being set up to help pharmacists, who should telephone 04892-5155 and ask for the pharmacy advice line.

CONTACT LENS CARE GUIDE.

GROWTH DESPITE DISMAL WEATHER

In the UK, the OTC eye care market is currently worth an estimated £8 million rrp, say Optrex who claim an 80 per cent share.

Despite last year's dismal summer, traditionally the peak sales period for eye solutions, the market increased in size, they say, due to extensive promotional support by the brand leader. And this year has heralded the largest ever promotional spend for an eye care product. The Optrex advertising budget has been increased by 30 per cent to £1.3 million.

A national television campaign began on June 1. A full public relations plan will include an authoritative booklet on eye care.

New packaging for Clearine eye drops retains the white pack but carries the Optrex logo. New POS material available from Crookes Products Ltd representatives includes range display units, drop display units, shelf reservers, window stickers and window cards featuring the advertising line "What a sight for sore eyes".

Allergan guide the retailer



A selection of the Alcon range



Optrex hit the market in the eye

OTHER ACTIVITY IN LENS CARE

Abatron are directing their media publicity towards the oculist and optician. The company has a technical services department which deals with technical queries, but does not provide guidance for non-professional staff.

Alcon are advertising their products in *The Optician* and *Contax* and are promoting the Softab system with opticians' starter packs. They also offer instructional leaflets on the care of lenses.

Hydron recently introduced a new range

specifically formulated for gas permeable lenses. The Formula H range comprises cleaning solution, soaking solution and wetting solution. Free starter packs are being issued to opticians to give to patients fitted with Hydron Hyperm lenses.

A wine cooler and bottle of wine is being offered to the trade on quantity purchases of Formula H and Solusal.

Titmus have developed a cleaning sponge which helps remove both organic and inorganic deposits.

Pharmacies take a dim view of specs

Spectacle manufacturers have been disappointed by pharmacists' lack of interest in this area.

Advice from the Pharmaceutical Society's Council not to become involved in selling glasses seems to have been widely accepted by the profession. In February 1985, Council issued a statement deprecating removal of the optician's monopoly and saying that, in the interests of the public, all spectacles should be supplied under the supervision of a properly trained professional, ie an optician. But, the statement added, should pharmacists wish to sell spectacles they must do so strictly according to the law.

George Thomas, Wickersley Optical, told *C&D* that 70 or 80 pharmacists had expressed interest in selling his range of reading glasses until the Council statement, after which "everything went cold."

"I'm now looking to sell my products through newsagents which to me is far less logical than selling through pharmacies where professional advice can be obtained," he says. "If we can eventually persuade the Pharmaceutical Society that pharmacies are suitable outlets for this type of product we'll be more than delighted."

There are, however, no indications that the Society is likely to change its advice in the near future.

The independent chemist was Magnivision's prime target when the company came to the UK in 1984. A mail-out to pharmaceutical wholesalers was "initially quite promising," says UK managing director John Cardrick. "But at this time various opticians and optician's associations suggested that the Society

should not become involved. As a result of the problems we encountered with the opticians, we decided to offer concessions initially to independent department stores and latterly to groups such as Owen Owen and Debenhams. We are trading very successfully and have sold nearly 40,000 pairs of readers at £15 a pair. We are also carrying out a test in a number of Medicare and Share Drug branches."

Crown Eyeglass offer pharmacists a franchise optical centre, in which the customer brings a prescription to the pharmacy and selects a frame from the range provided. The pharmacist sends the frame with the prescription to the Crown Eyeglass factory where the spectacles are made up, checked and tested and returned to the pharmacy, usually within three days. The franchise costs £7,000 plus VAT and is backed up by television and Press advertising. Frames in the franchise kit retail at £9.95 and are on a sale or exchange basis, which removes problems of slow-moving stock.

The company has only one pharmacy outlet which has been trading for a year. "We feel many more pharmacists would have joined our organisation if they had not been frightened of offending the powers that be", says Mr J. Lee, managing director. "As far as the future is concerned we confidently expect many more pharmacists to join us as they realise the potential of this business/profession."

Boots have been operating optical departments since 1983 and by the end of July will have 78 stores offering a full,

continued overleaf

Mid-Optic Ltd.

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THERE'S MORE TO MID-OPTIC
THAN MEETS THE EYE

SPECIAL ANNOUNCEMENT

Abatron apologises to the professions and their patients in the United Kingdom for the inconvenience caused to them by the disruption of deliveries of its contact lens care preparations following the takeover of its supplier. However, the problems have now, happily, been resolved and the manufacture of all the products is being transferred to Great Britain and much of this will be under the direct control of Abatron.

The well-known, tried and trusted **AMICLAIR** triple enzyme tablets (both starting kits and refill packs) are available immediately.

The other products such as **AMIDOSE** saline, **AMI-10** rinsing and disinfecting solution and **AMICLEAN** daily surfactant cleaner will become available during the next few months. Announcements will be made at intervals as these are made ready and it is hoped that prices can be held at the 1985 level for some time.

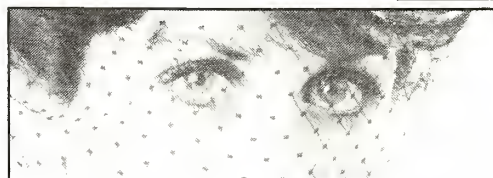
The board of **ABATRON** thanks its many friends in the professions who have shown great loyalty to and support for the Company during 1985.

In conclusion, Abatron would like to emphasize that, now the products will be manufactured in Great Britain, future supplies can be relied upon.

abatron

Abatron Limited, Chapel Street Potton,
Sandy Bedfordshire SG19 2PT Great Britain
Tel: Potton (0767) 261333
Telex: 825128 OCULUS G

EYECARE



professional service, with over 100 planned to be open by next March. But these are run by qualified opticians and are registered with the General Optical Council. Boots do not sell spectacles in their non-registered outlets.

Meanwhile, manufacturers of reading glasses are fighting for the right to sell these products without prescription. At present, non-registered retailers may supply spectacles only on receipt of a prescription signed in the preceeding two years by an ophthalmic optician or doctor.

The Earl of Caithness confirmed in the House of Lords last July that magnifying aids can be obtained without prescription. But if the spectacles are needed to remedy a sight

defect, which might involve a small magnification, then a prescription is necessary.

Manufacturers claim that their reading glasses are simple, single vision magnifiers so should not require a prescription. Wickersley Optical have gone so far as to change the name of their reading glasses to "magnifying aids", at considerable cost.



An aid for removal of deposits.

Last December Magnivision lost a test case in Cardiff brought by the General Optical Council and were fined £250 for selling reading glasses without a prescription. The GOC and Magnivision disagreed on whether reading glasses were an "optical appliance", defined under the Optician's Act as an appliance designed to correct, remedy or relieve a defect in sight. Magnivision argued that presbyopia (from the Greek word for "old sight") is not a sight defect but a natural occurrence which everyone suffers in time.

Appeal

The company has appealed against the conviction and to the European Court. Magnivision believe that until the relevant points of law are settled finally by a higher court it cannot be said for certain that sales of their ready-glazed reading glasses are not permissible so there is no reason to stop selling them without prescription. The company has been forced to indemnify retailers against any action by opticians or similar associations.

Says Mr Cardrick: "I'm quite sure that before long common sense will prevail and we will be allowed to sell our products on the open market."

Jenkins' choice of wholesaler

Having started my first pharmacy thirty five years ago on a loan of £250 from a friend, an Allenbury's opening order of £178 and about £100 worth of goods from May Roberts, I find the present day offers of help from the three main wholesalers almost bewildering. Yet, on reflection, prices of goods have increased thirtyfold since then, particularly for prescribed medicines.

In 1951 the only new medicines were penicillin, streptomycin and some three antihistamines. Nearly all the rest followed within fifteen years.

Even with thirtyfold inflation this would still only require a loan of £16,000, more or less, although I would hesitate to start on so little now. Loan schemes as outlined in (*C&D*, last week, p1189) would be welcome indeed, not least for the wholesalers' regulation of stock control and general business methods. These can too easily be neglected by a young proprietor, anxious above all to establish goodwill, possibly at the expense of good book-keeping.

The question, then, is which wholesaler? As their terms are almost equal, I would ask questions outside considerations of finance, stock range and frequency of deliveries. These would be:

1. Does any of the three wholesalers also have a retail chain? Macarthy's opening in Princes Risborough last year gave this town (population less than 9,000) its fourth pharmacy, apart from setting up only a few doors away from one of its own wholesale customers. What is to stop them doing the same again one year after a young proprietor had repaid their loan?
2. Does any of the three supply dispensing doctors in the same district? The participation of the national wholesalers in supplying doctors is one of the prime causes of the breakdown of resale price maintenance, and of the proper communication between doctor and pharmacist in rural areas.
3. Which, if any, of these companies is a public company whose profits go to shareholders outside pharmacy?

My answer to these simple questions would be unequivocally: Unichem win by a long head; Vestric in second place, and Macarthy's — also ran.

Unichem would have my willing assent in ensuring 70 per cent of the business went their way. The remaining 30 per cent would go to one of the excellent small wholesalers and sundries houses who have always helped self-employed pharmacists

in their own operating area. Wholesale purchases of £100,000 a year are no longer exceptional, and plenty of small firms would welcome a slice of the £30,000.

In the last three years we have witnessed an unprecedented number of takeovers in retailing companies. The villages which gave me a rewarding vocation and a good living from 1951 to retirement in 1983 are unlikely to attract the public companies dealing in hardware or clothing.

Boots' policy seems to favour the big store in the big town. It is the Bookers and the Guinesses who may try to acquire the more prosperous private pharmacies which may emerge within five years from the new NHS contract, and the proper resolution of the irregularities of rural dispensing.

Our only insurance against this is Unichem and their computerised register of buyers and sellers.

Keith Jenkins,
Aylesbury.

Leapfrogging of multiples?

It is evident that not all pharmacies which do not receive the Basic Practice Allowance are leapfroggers. Conversely, it is highly probable that all leapfroggers over the past few years have been unable to obtain a BPA.

It seems, therefore, that the number of leapfroggers who have opened since the inception of the BPA will be somewhat smaller than the number of pharmacies who do not receive it.

I note that the Health Minister, Barney Hayhoe, has revealed in the Commons that up to the end of 1985, only 335 pharmacies were not receiving a BPA. Assuming that about 10 per cent of these are not leapfroggers, I calculate that approximately 300 leapfroggers have opened in the relevant period. (Incidentally, this is approximately half of the number of pharmacies that will be severely affected by the new contract!)

I note, also that the managing director of Boots retail division has complained that over 300 branches had been leapfrogged over "a short period of time". It seems, therefore, that the vast majority of pharmacies that have been leapfrogged were branches of Boots.

Perhaps the leapfrogger is not the enemy of the independent pharmacy, as we have been led to believe. Or perhaps somebody is not telling the complete truth!

M.S. Hirsh,
London, SW1.

A hang-up

Those of us who deal with cash and carry wholesalers will not have been surprised by Beecham's press release for Resolve (*C&D*, June 7, p1154), given their efforts to encourage grocers to stock their products.

From the pharmacist's point of view, Resolve poses a more fundamental problem. Our Code of Ethics, paragraph 1.10(ii) says that we should not stock, sell or advise people to buy any preparation "claimed to counteract the undesirable effects of alcoholic beverages..." Inspection of the Resolve packaging will show fellow readers that the words "For the morning after" appear on the front, back and both sides, while one side panel expands on this by describing some of these undesirable effects and concluding with the question "What could be better for the occasional 'morning after'?"

It seems to me that Resolve is therefore a product that I should not offer for sale so long as it is packaged as it currently is. If other pharmacists feel the same way, then Britain's grocers *will* have a lot to cheer about. Am I being too fussy, or do my colleagues agree with me?

Graham Brack,
Truro.

Blonde spot

The choice between a blonde and brunette is a simple choice between equals. The choice between the British Pharmacist's Association and the new contract is anything but equal or simple.

In any case, whatever your choice, you do not publicly criticise the other before the marriage — or even after!

P.J. Hanger,
Northampton.

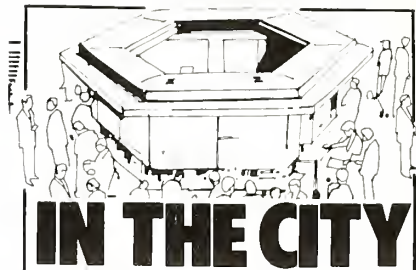
Just desserts!

The Pharmaceutical Services Negotiating Committee, and the National Pharmaceutical Association, is open to all sexes, colours, and creeds, if only pharmacists are willing to put themselves forward to the respective electorates. Both of these bodies can only be representative of those of the electorate who are prepared to cast their votes.

Apathy has no place on either of these democratically elected representative bodies. So, Graham M. Park of Johnstone (*C&D*, June 7, p114), you have the representatives that you deserve!

J. David Thomas,
NPA representative on PSNC,
Wolverhampton.

More Letters p1252



More Letters p1251

Dispensing GPs backwoods view

I should like to reply to some of John Davey's remarks in your issue of May, 31 (Letters, p1060).

Firstly, although dispensing, whether by General Practitioners or chemists, is organised as a business, there are differences between the services provided. Rural medical practitioners can be forced to dispense to their patients against their wishes. If the dispensing patient numbers are small, they may not be able to buy large enough quantities to obtain discounts from suppliers and therefore will be out of pocket because of the Government's discount claw-back. Subject to the Clothier regulations, the chemist can pick and choose where he sets up and this will obviously not be in an unprofitable location. I am not aware of the figures, but I have a strong suspicion that chemists make the majority of their profits on non-dispensing business, and it is the profitability of this that determines whether or not the business is viable, not whether a rural community needs a dispensing service.

You mention the reimbursement of the salary ancillary staff, ie dispensers, to GPs. One of the reasons why GP dispensing is treated differently from chemists, is that the rural dispensing doctor will be prepared to open the surgery and dispense urgent drugs in the middle of the night, if necessary. Out of hours cover is not done on a rota between dispensing practices, by and large, and the practices cover for emergencies twenty-four hours a day, seven days a week, three-hundred and sixty-five days a year. It is my personal view that dispensing doctors are not being over-paid for this.

I do not expect that I am the only dispensing doctor who wishes to educate his children in the State system. The mere suggestion that dispensing profits were likely to pay for children's education is a non-starter, which I found mildly offensive. Dr G.J. Nevitt, Billesdon, Leicester.

Supervision — two can play

In C&D June 7 (p1143) Bernard Silverman is reported as criticising my warning of the danger of relaxing the rules regarding the supervision of dispensing.

He has represented employers as I still do, though on a rather different scale. As an employer I can see the advantage of

having one pharmacist in charge of more than one department — or even of more than one pharmacy — you would not have the hassle of finding a locum when he has a day or a month off.

Less highly paid staff would happily carry on the work while the pharmacist in charge exercised his "overall responsibility" from his boat in Poole Harbour or his yacht in the Mediterranean. More pay for the pharmacist, even a trifle extra for the "less highly paid staff" and more profit for the firm. What could be better?

How this can be for the "protection of the public" however is hard to understand and if this is the sort of progress envisaged I am very glad not to be numbered among the ranks of progressive pharmacists.

Stanley Bubb,
Poole, Dorset.

Counter points on OPD

We are currently paid to count: failure to do so must be an automatic breach of our terms of service when application of a formula such as $(100-10) \times \text{OPD}$ (C&D June 14 p1197) leads to any result other than 90.

I would advise contractors to examine as well as count each and every tablet/capsule dispensed, after a review of my collection — from no less than eight efferent ethical houses — of strips containing half-tablets and bits in addition to blisters completely devoid of content.

However I have every confidence that Nuffield/new contract mark II will compensate us — as some members of the Association of the British Pharmaceutical Industry has done in the past — for the domestic visits we shall be making to retrieve and replace the beautifully packaged and double-sealed monstrosities unwittingly supplied to irate patients who find themselves short on their medication. L.M. Paget, East Dulwich.

Aspirin pain for grocers

On the day we received letters regarding junior aspirin my dispensing assistant overheard the following conversation between the assistants in a local grocery: "We don't need to remove Junior Disprin because that is not aspirin?" I wonder how many grocers still sell junior aspirin. U.A. Patel, Cranford, Middlesex.

"Sell in May and go away" is an old and trusted adage. Stock market investors followed it to the letter in the first half of the month. But later they broke away from tradition and the market recovered.

National Westminster stunned the market with a £714m rights issue, the largest ever. Shareholders were asked to stump up 200p to buy another share for every one they already own (or sell their rights in the market). Dismay knocked more than 100p from Nat West's share price.

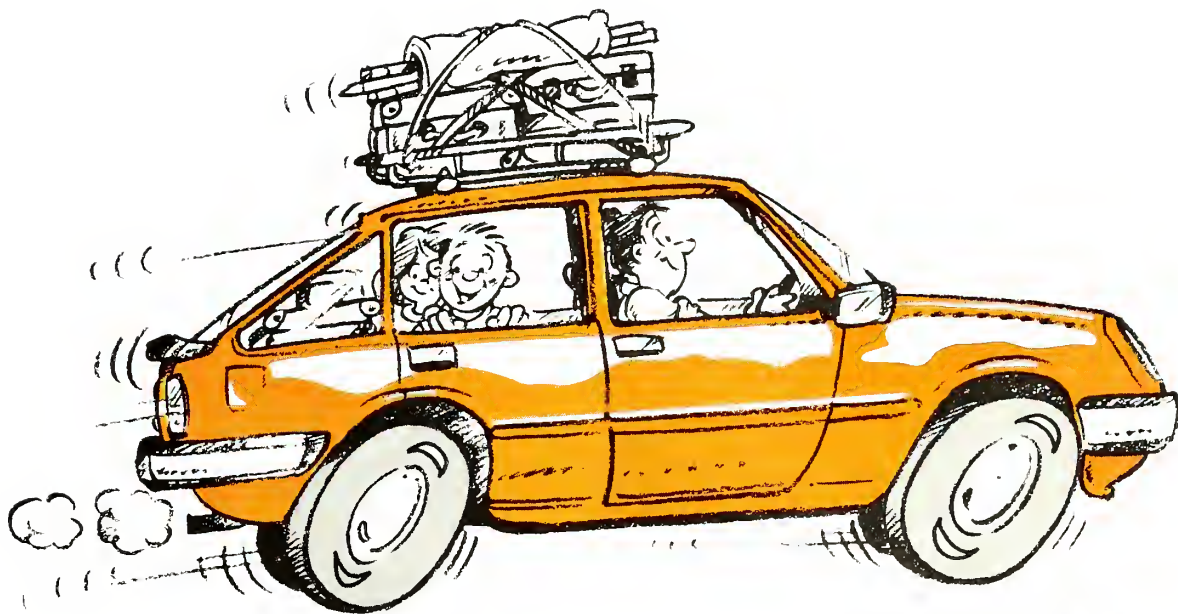
National Westminster's rights issue was one of several to be launched early in the month. Other companies to ask their shareholders for cash included Burmah Oil, Britannia Arrow and McCarthy and Stone, the builders of retirement homes. This spate of cash calls knocked the market's confidence.

Against this background Mrs Fields, an American cookie retailer, had little chance of success. For reasons that are still unclear, the founders, Mrs Debbie Fields, and her husband Randi, opted to float the company in London rather than on Wall Street, where their products would be better known. The company, valued at £210m, was badly received with investors applying for only 16 per cent of the shares. The rest were left with underwriters.

In contrast, Beecham was on most brokers' "buy lists", ahead of their results. The City was well primed for both the figures and a list of planned disposals. While shareholders must be pleased to see their shares rise in value by 50p to 413p in just three weeks, several questions remain. In particular, many want to know who is to replace Lord Keith as chairman. When he took up the job last year, he said he would act simply as a caretaker chairman until a replacement could be found. The delay in appointing a successor suggests that problems remain. The market's doldrums did not deter Mr Alec Monk of Dee Corporation from making a £650m acquisition of Fine Fare. Following the deal, Dee will be the third largest food retailer in the country after Sainsbury's and Tesco.

Boots announced increased profits of £210m, up from £190m, but the market was not impressed as the reported result was flattered by the inclusion of profits from property disposals. Without these, profits would barely have risen.

Investors were more excited about a deal between the fast growing Harris Queensway and Great Universal Stores. The idea is that with Sir Philip Harris on the board of GUS, the giant but somewhat sleepy retailer will start to show its paces. At £10.50 GUS 'A' shares look good value.



WHY YOU SHOULD RECOMMEND JOY RIDES AS STANDARD EQUIPMENT IN EVERY FAMILY CAR.

Family outings can become a nightmare if children suffer from travel sickness. Which is why you should stock and recommend Joy Rides, the only travel sickness tablets specially for children.

And since children under 11 represent over 50% of travel sickness sufferers, this is a major sales opportunity.

Joy Rides have a unique child-size dose—much more accurate and convenient than trying to break up adult tablets. They're fruit flavoured and chewy, too, so children munch them happily.

Most important, though, clinical tests have proven Joy Rides to be very effective. The active ingredient, hyoscine, has been shown to have a more effective prophylactic action, when exposed to severe motion, than antihistamine. And hyoscine's low level of side effects compares favourably with both antihistamine and phenothiazine, the active ingredients in most other motion sickness remedies.

Because Joy Rides are chewed, their active ingredient is absorbed directly into the bloodstream, avoiding the gastrointestinal tract and the chance that the remedy might be eliminated before it takes effect.

All this explains why Joy Rides is the brand leader* among non-prescribable medicines that specialise in relieving travel sickness; and why you can feel truly confident in recommending them to your customers.

Joy-Rides

The travel sickness tablets for children

12 TABLET PACK.

- Child's Dosage
- Chewable
- Fruit Flavoured

Stafford-Miller Ltd, Hatfield, Herts.

*Independent retail audit: Sterling share, year ending April 1986.

Beecham to concentrate interests for growth

Beecham are to focus all their businesses on health and personal care in an attempt to boost profits. And the top priority will be to bring back "a consistent level of profitable growth" to prescription medicine sales.

Admitting that their preliminary results for 1985-86 were "disappointing overall", the company announced plans to shed the Home Improvement Products business, Germaine Monteil cosmetics and the Findlater Macline Todd wine firm. Prescription medicines saw a 0.1 per cent loss in pre-tax profits this year, falling £146.7m from £146.9m, while OTC medicines went up 33.6 per cent to £39m. Altogether, script and OTC products made up 55.4 per cent of Beecham's trading profits, with consumer products bringing in 44.6 per cent.

Chief executive John Robb confessed that the limited list has affected UK business "quite significantly". But, like other firms trading over the Atlantic, Beecham saw the main problem as currency exchange. "Business grew in terms of organic growth," claimed Mr Robb, "but in terms of currency growth it was slightly negative".

Acquisitions made by Beecham over the year totalled £287.1m — with £255.1m down to buying Norcliff Thayer.

Cash made from the new disposals will, in the short term, go towards reducing the Group's net debt. Interim chairman Lord Keith of Castleacre admitted: "Our debt equity ratio is on the high side, and we would like to see it come down". But he also commented: "We've increased the dividend for this year. If we weren't reasonably confident of the financial outcome for this year, we wouldn't have done that".

As for Beecham's new full-time chairman, to replace Sir Ronald Halstead, Lord Keith said someone had "almost been lined up — but circumstances outside his and our control meant he was no longer available". He would be travelling to America soon to interview more candidates and hoped to find someone in time for the Group's AGM. A new financial director would follow and Lord Keith added, "The top structure is a matter for the new chairman. He will see what improvements should be brought about".

Commenting on the children's aspirin withdrawal — and Press references to Beecham's Powders — the company said:

"We are reviewing our total portfolio lines to check consumption of aspirin-based products by children. We have not been affected as much as those who make specifically junior products. Our products would have to be reformulated if they were used by children, but they're mainly an adult product".

And Lord Keith firmly denied any idea of a bid for Beecham: "I have not been approached by anyone with a takeover in mind. If something was going to happen it would have happened by now. I haven't heard a rumour recently and I wouldn't believe it if I did".

■ Beecham are combining the administration, production and distribution of Corona Soft Drinks and Beecham Bottlers Ltd to form Beecham Soft Drinks.

The operation will be effective from October 1 and, the company claims, will manufacture "a more comprehensive range of products for distribution to a larger number of unlicensed outlets than any other soft drinks company in the UK".

Combining the two drinks businesses is aimed at streamlining distribution, but will result in the loss of 90 jobs at the Corona Soft Drinks offices at Brentford, Middlesex. But about 20 staff will be offered jobs at Solihull, West Midlands, the headquarters of Beecham Bottlers, and the base of the new corporation.

EFT makes slow progress

The world of electronic funds transfer (EFT) is moving very slowly indeed, according to a new report.

Despite having the support of the major banks, EFT is still held back by disagreements, say *Retail Business*. The banks are worried about letting other institutions in on the act — especially when they are without the massive overheads of running a branch network.

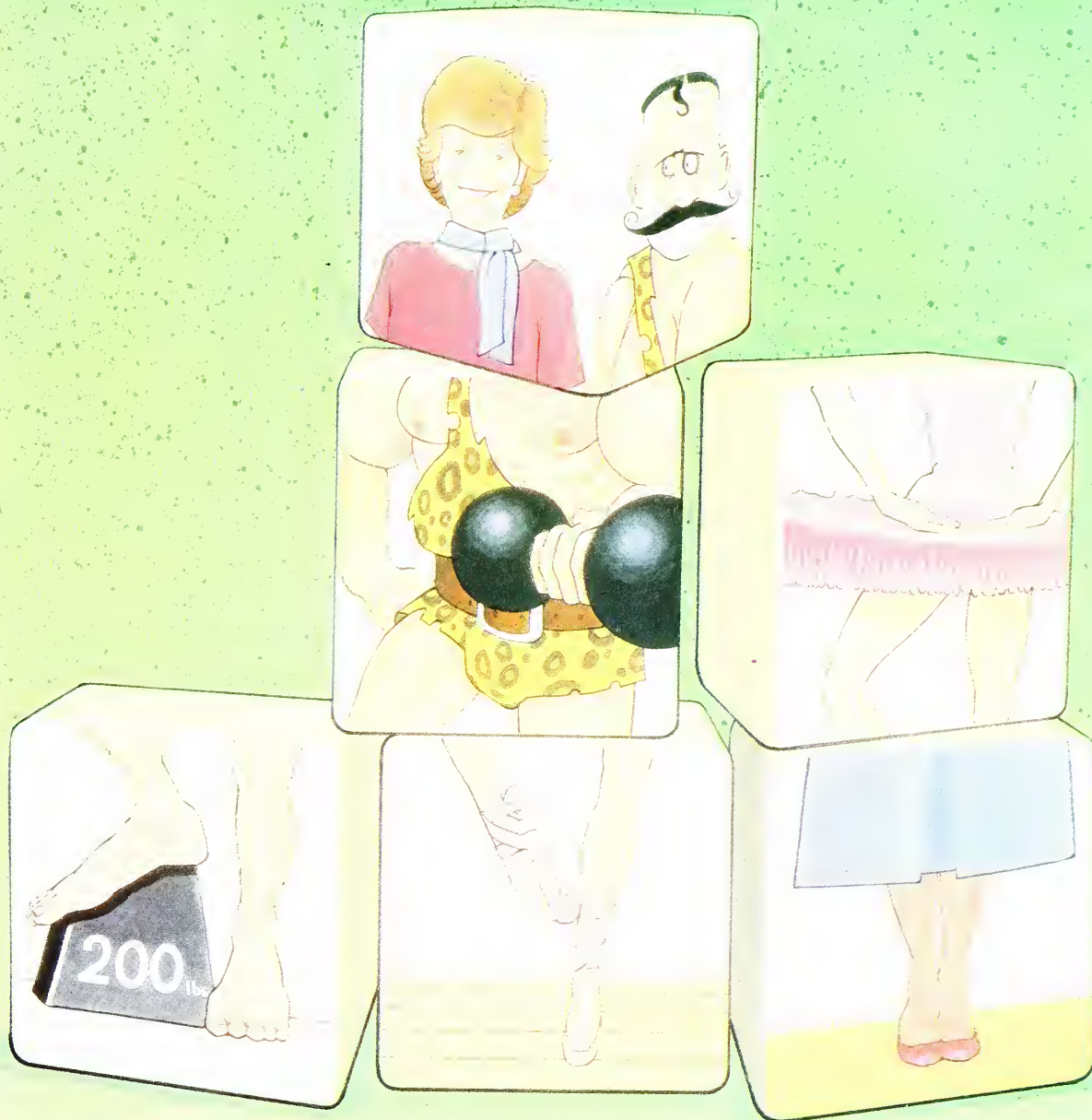
Some requirements for any future system are generally accepted, says the review. EFTPOS must be open to all *bona fide* UK card issuers, including retailers with in-house cards; every terminal installed must take all cards; retailers will want a guarantee of payment, and any system will be based on on-line communication. But so far the experiments that have been set up have fallen short of these needs. There are three official pilot schemes; the Barclaycard "Darts" system at Brent Cross and Oxford Street; the Midland "Speedline" scheme in Milton Keynes, and Nat West's petrol station system in Sheffield and the Thames Valley.

Anglia Building Society set up 200 terminals in Northampton.

Kodacolor 400 ISO gold film will not be available until Autumn and not as stated in Sangers Photographics' loose insert advertisement in a recent issue of *C&D*. The 100 ISO gold film is now on sale.



The original Crookes — Sir William and his son Henry — who founded Crookes Products in 1912 recently jumped forward in time to visit the company's national accounts controller David Farrar (far left) and house account manager Gary Miller (far right). The founders — portrayed here by professional actors — received a sales presentation in a modern day pharmacy as part of a video Crookes have been making about their development since the company started



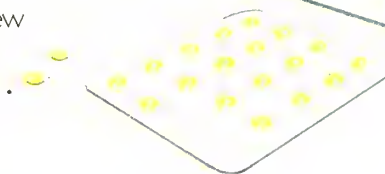
Every body is going to be changing

You know how it is. Everybody thinks their system is different from everybody else's. So choosing a laxative hasn't always been easy.

But now, more and more people are finding that Dulcolax is just right for them, offering a pleasant, easy-to-take way of relieving their constipation.

Last year we spent more on promoting Dulcolax than was spent on any other laxative product. And now, even more people will be discovering Dulcolax. Because this year's campaign will be even bigger with major new colour advertising in all the leading magazines.

So when everybody starts changing to Dulcolax, make sure you've got enough for every body.



Dulcolax.
It could be the laxative for everybody's body.

NORIT is the NEW natural treatment for diarrhoea. Each NORIT capsule contains powdered activated carbon of 100% natural origin which has been processed to meet the purification standards required for medicinal use.



Your customers won't stomach anything else

NORIT, however, is GSL! When taken, it has no adverse effects on the system. You can recommend it with confidence, knowing it's suitable for children as well as adults.

This great new product is being backed by an exciting advertising campaign on the London Underground AND on Capital Radio, reaching a staggering 46% of potential holidaymakers. NORIT looks set to become everyone's favourite holiday package.

Make sure you don't miss out on this exciting new product. And remember, NORIT is the brand you can display on the counter.

Stocks are available now from Dendron. Telephone: 0923 29251

NEW
Norit.

THE NATURAL TREATMENT
EVERYONE WILL WANT TO TAKE ON HOLIDAY



More calls to lift VAT burden

The Government has come under renewed pressure in the Commons to ease the burdens imposed on small businesses by VAT.

Mr Paddy Ashdown, Liberal spokesman on trade and industry, has urged the Treasury to eliminate VAT between registered traders. He said this would "at one bound reduce the immense burden of paperwork on small businesses".

Mr Ashdown, who accused the Government of increasingly treating small business men as unpaid tax and social security collectors, also called on Ministers to take action to deal with what he described as the "monstrous injustice" caused by the discriminatory discounts obtained by high street multiple stores from manufacturers.

He declared: "We have looked carefully at the power of the monopoly seller. We now need to look at the power of the monopoly buyer, because the large retail outlets now command such power in

the buying market place that they are able to command discounts that are all too frequently at a cost to the small retail outlet".

Mr Ashdown quoted the arrangements which enabled Safeways to "buy in a tin of dog food more cheaply than a small outlet can sell it" as an example of the injustice he had in mind.

Mr David Trippier, Minister for Small Firms, said the major review of VAT being undertaken by the Treasury would provide an opportunity to identify precisely the problems being encountered by businesses with the working of the tax, and suggest means to alleviate them.

He said: "This will be a wide-ranging review, but it will look in particular at the possibility of cash accounting for VAT, annual VAT returns with a possible instalment system of payments and the special schemes for retailers".

Mr Trippier said the recently introduced VAT penalties would be the subject of a special review but stressed that late payments — the Keith Committee inquiry showed that two-thirds of those liable to VAT were paying late — could not be countenanced.

The top ten big spenders

Lever Bros and Procter and Gamble are among the top ten spenders in a recent survey on advertising by MEAL.

Top of the MEAL list — compiled for *Campaign* magazine — are Procter and Gamble, who spent around £48m on advertising in 1985 — slightly less than in 1984. Of this, £44m — 93 per cent — was on television, 6.6 per cent on radio and 0.4 per cent on the Press. Lever Bros came third with a total spend of £31.2m — doubling the previous year's figure.

Television commercials took up 96.3 per cent, the Press 3 per cent and radio 0.7 per cent.

Lever Bros are a subsidiary of Unilever, who spent £122m altogether on 1985 advertising.

In all, the list gives 100 companies' spends, and Elida Gibbs — also part of Unilever — come in twelfth with a £23m spend. Other companies included are: Richardson-Vicks (55th, with £8.8m); Gillette (68th, with £8.1m); Reckitt and Colman household and toiletries division (75th, with £7.3m); Boots the Chemist (78th, with £7.2m) and Beecham proprietary toiletries (81st, with £6.9m). And at 100 are Kodak, with a spend of £5.9m.

Sangers enter video scene

Sangers Photographics have acquired Stanmore Video Sales (SVS) who supply broadcast, commercial, industrial and educational video equipment, security surveillance, video closed circuit television and equipment hire.

Future developments at SVS will be controlled by a board of management headed by Frank Hatton, Sangers'

chairman, Jeremy Peace, Sangers chief executive, Edward FitzGerald, Sangers recently appointed managing director and Mark Rabin, SVS managing director.

Following the acquisition Sangers plan changes for their field organisation to improve customer service. A new territory has been created covering Herts, Essex, E. Sussex and Kent and will be the responsibility of Tony Reeves.

A full listing of revisions which become operable from July 1 is being sent to customers, say Sangers.

Also from July 1 Actina products will be invoiced by Sangers resulting in "one step" invoicing, says the company.

Opening time for ICI plant

ICI's new liquid formulations plant in Macclesfield was opened by the Social Services Secretary Norman Fowler on June 11.

The £11m plant makes products like Savlon and Hibitane, employs 70, and is said to be one of the largest of its type in the world. The opening coincides with the 20th anniversary of the start of operations in Macclesfield, where the site is currently undergoing major expansion.

The new plant provides 7,000 sq m of process, packing and transit space and has five filling lines for bottles from 100ml to 5 litres. Capacity is 12 million litres per year.

Three merit Kodak attention

Three independent photofinishers are the first to appear in the Kodak table of merit for quality (April) scheme.

The three are Grunwick Processing Laboratories, Borehamwood, T. Litster, Peebles and One Hour Foto (Flagdale), Maidstone. All three were gold award winners in previous years, and the One Hour Foto lab was one of the first mini-labs to earn this distinction, last year.

There were no silver or gold award winners in April, as this was the first month of the 1986 scheme, and the awards are only presented to photofinishers achieving the Kodak "point standard" for two and four consecutive months.

The Department of Trade and Industry's retail sales index for April shows chemists up 14 per cent to 188 (NHS receipts are excluded).

EVENTS

Advance Information

International Small Business Congress 1986. Queen Elizabeth II Conference Centre, Westminster from October 19-22. Further information from Sue Youngman, KBH Communications Ltd, 43 Conduit Street, London W1R 9FB, (01 439 0875).

The Royal Society of Chemistry, fourth international conference on Mechanisms of Reactions in Solution at University of Kent, Canterbury July 7-11. Further details from Dr J. Gibson, Secretary (Scientific), Royal Society of Chemistry, Burlington House, London W1V 0BN

Ciba Geigy Symposium. Site specific drug delivery at the Pharmaceutical Society, Lambeth on October 7-8. Cost of attendance at symposium, (not travel or hotel accommodation) to be paid by Ciba. Full programme and further details from R E Marshall, Scientific and Technical Services, Room 403, The Pharmaceutical Society of Great Britain, 1 Lambeth High Street, London SE1 7JN.

"There was nothing wrong with the business that couldn't be solved". This is Nick Ward's verdict, four months after embarking on the task of pulling Macarthy's Pharmaceuticals back into shape.

The bid launched by investment group John Govett in January was designed to oust the group's top management, and did just that. Chairman Albert Slow left after bitter comments about the bidders "coming in after someone else has done all the work". David Wright, previously the wholesaling managing director, and the subsidiary's financial director, Derek Banks, later resigned.

Nick Ward, bringing a successful management record with Gordon Drummond and Martin the newsagents, immediately set about studying the Macarthy's structure. "On the whole I've been extremely pleased with what I've found in terms of the underlying business," is his conclusion. But he believes the potential of this business had been blocked by misguided leadership and a confusing framework.

"It was the most decentralised management structure I've ever come across. Virtually everything was delegated to operating subsidiaries, which were to a very large extent autonomous. The centre simply did not have enough information to know what was going on. And the people in the middle couldn't co-ordinate the different activities."

Inefficiency was inevitable, given a system bordering on the anarchic: "Every company in the group had different computer systems. Every company had different depots. And they had the most extraordinarily complex trading structure. There was no corporate plan, no strategic vision."

All this came as no great surprise to Mr Ward. But what he hadn't expected was the position of Macarthy's Ltd, the group's wholesaling division. Here, the previous management had set about reorganising the business, bringing in the Ericsson computing system and cutting down the number of depots by shifting some of the trade into a new centre at Harold Hill.

"There's no doubt in my mind that this idea was correct in principle," Mr Ward concedes. "Unfortunately it was implemented — very typically — without sufficient planning. So it didn't all go as they had hoped."

What went wrong? Some of the bad moves pinpointed by Mr Ward include trying to adapt a freestanding system to the centralised wholesale network. "Also, when you're installing 12 new computers at this speed, there are bound to be hardware problems. I'm aware that some customers were let down".



Macarthy's: getting fit for the future with Nick Ward

The new boss of Macarthy's is looking ahead to a bigger and better firm. Nick Ward tells C&D how he plans to put the company through its paces.

As for the depots, he believes that not enough attention was given to training the management — especially for Harold Hill. "People did very well in the circumstances. But in Harold Hill there has been a fall-off in service — partly because of the computing problems, and partly because of relocation."

Mr Ward now claims better service levels on a weekly basis. "But this was the one situation I did not expect to find — because I'd been led to believe by the old board that the reorganisation was in place and going well".

How, then, can things be put right? Nick Ward promises nothing less than a completely new organisational structure.

The subsidiaries — until now run as separate firms — will be seen as divisions within a larger company. Activities will be co-ordinated and integrated into their appropriate sectors. This, he hopes, will stop the situation of "companies opening depots left right and centre; companies changing name with no reference to others, and so on". From now on all depots

will be co-ordinated under one director — and to fill that role John Baseley is leaving his post as operations and personnel director at Vestric. He joins on August 1. Mr Ward holds this appointment up as sure proof that rumours of his pulling out of the wholesale business are unfounded: "This is a very strong indication of our commitment to staying in wholesaling, but improving performance. I've known John Baseley for some years. He's a first class manager and he wouldn't be giving up an excellent job in Vestric unless he was very satisfied with our prospects".

Does this signal a policy of head-hunting from the competition? "At this stage, no. It's extremely important that the previous group management becomes directly involved in solving our problems".

Some smaller depots from other subsidiaries may now be absorbed into the Macarthy's Ltd depots. "It's not our intention to close any of the wholesale depots at all. It's not impossible — but that's as far as I'd like to say". Michael Bridger, previously group managing director, and Colin Warrilow, are now heading up Macarthy's Ltd which, says Mr Ward, "from being a company just involved in wholesaling will be a company in which the other activities are integrated as well."

Sales and marketing activities will be merged. Within Macarthy's Ltd a hospital supplies division will take responsibility for all products sold to hospitals. The selling will still be done by separate forces, but under the overall supervision of two directors.

Turning to traditional wholesaling, Mr Ward is bringing together the retail-related sales forces of Macarthy's Ltd and Dales, concentrating everything sold to retail chemists into one division.

And a finance section for the whole group is set up under Colin Warrilow.

As many of these changes as possible will be made by October 1 — in line with the beginning of the changed financial year. "Changing the year avoids announcing results when the City's on holiday," explains Mr Ward. "It also gives us five extra months to get the reorganisation complete and hopefully we'll then see some of the benefits".

So the plan is to create several "task forces" in identified areas. What is the next step? "This should be the nucleus of a very large organisation. We're laying the foundation of long term development, and in the longer term all parts of this business will be expanded. Having been involved in retailing myself, and being very attracted by community pharmacy as a growth area, I would like to see Savory & Moore expand. It's been pretty static in the last few years. If there are suitable opportunities for

acquiring a going concern, we will look at them. But we have no plans for opening units from scratch".

It was Mr Ward's past interests in retail management that led some observers to wonder whether the wholesale business would be sacrificed for the sake of the retail arm. But Nick Ward insists that all areas of Macarthy's have a future. "I have not joined this group to preside over an asset stripping operation. I joined because, given a period of reorganisation, it's capable of considerable expansion. I'd like to see us become a major force in health care.

"There was a tremendous misconception of what this was all about — partly fuelled by the reaction of the previous board. That's human nature — you defend yourself when you're attacked".

A lot of the Press coverage surrounding the bid and its consequences has focussed on Nick Ward's own personality, and he is quick to point out the limits of his power. "I don't want this company to become Nick Ward Ltd, or an oppressive environment. When you go into a business organised like this one was, you have to grab control in the centre before decentralising again in a properly controlled manner. I've made it quite clear to all the senior management that this

reining in to the centre is short term. When we know where we're going they'll be given an appropriate degree of authority".

But confidence in his own ability is certainly not lacking. "A lot of people have put a lot of faith in my own personal ability to bring about short term changes. It would be stupid of me not to recognise

that. Because they have so much trust in me, I have to be sure that this is done properly.

"My track record is open for anyone to see. I've built significant business in Guinness and the previous organisation. Expectations of me are very high, and I'm not even contemplating failure".

Sizing up the market

Pharmaceutical wholesaling could be seen as a risky area to tackle. Nick Ward has firm views on the challenges offered both from the state and from his competitors.

"There's been a lot of rationalisation over the last few years in pharmacy distribution and there'll undoubtedly be more pressures from the Government in the future. But these are largely sensible measures, which you'd expect a government to want to introduce. As a trade we have to respond to those changes and become more efficient. I think Macarthy's are well placed to play a leading role in the future. We've got a lot to improve. But so have our competitors.

"Vestric have got their act together better than we have, now. But Vestric, a couple of years back were in turmoil —

and were sorted out by none other than John Baseley! AAH have got a very strong presence. But they have a number of important issues to resolve before everyone's totally comfortable.

"A lot of people are disenchanted with Unichem. Their discount profit structure effectively locks people in — and some would like to get out. People who think of moving to Unichem should be aware that once they're in, it's difficult to get out.

"Macarthy's have a strong presence in the South and South East. There's a clear need for us in the market. Distribution isn't the fastest moving trade and Macarthy's have been less responsive to change than others. That's why they lost the dominant position of a few years ago. But I see no reason why they shouldn't be led back".

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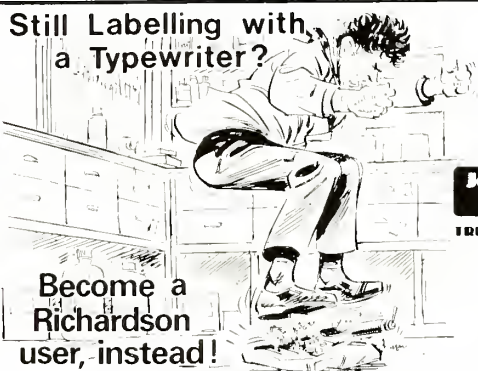


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Birthday honour for chemist

Huddersfield pharmacist Derek Beever has been made an MBE in the Queen's Birthday Honours List

Mr Beever has served on pharmaceutical committees for over 30 years, first in Manchester and then in Yorkshire. After the 1974 reorganisation he joined Wakefield and Pontefract LPC, of which he was chairman for two years, then secretary — a post from which he resigned last April.

Registering as a pharmacist in 1940, Mr Beever owned a pharmacy in Manchester and then moved to Crofton, near Wakefield. He retired in 1978.

David Clark, executive chairman, Beatson Clark, was made CBE. He joined the family company in 1958 after obtaining an honours degree in physics and economics from Keele University. He became managing director in 1971, deputy chairman and managing director in 1977, chairman and managing director in 1979 and executive chairman in 1984.

He has held important posts in the glass industry. A member of the Glass Manufacturers Federation Council, he was president 1982-83 and is a member of the European Glass Manufacturers Committee, being its president for 12 months from June 1985. Other roles include membership of the Rotherham Health Authority and he is a non-executive director of the Yorkshire Electricity Board.

The CBE has also been awarded to Mr N.C. Burrough, chairman, James Burrough plc, for services to export, and to Lady Houghton for services to women's health and to the Family Planning Association. An MBE goes to Mrs H.J. Rees, chairman and managing director, Knome Photographics

Bridger made ICML director

Mr Mike Bridger of Macarthy's has been appointed a director of Independent Chemists Marketing/Numark Chemists Ltd.

Mr Bridger, who qualified as a pharmacist at Brighton Polytechnic in 1956, joined Savory & Moore as a branch manager in 1959 and was promoted to regional manager in 1963. In 1967, he was



After over 50 active years in pharmacy, Leeds pharmacist Frank Mitchell — a director of Unichem Northern from 1963 to 1974 — plans to use his retirement to travel half way round the world. Mr Mitchell hopes to visit relatives in New Zealand with his wife Anne. He is pictured (left) accepting a retirement present of cut glass crystal from Bill Jack, Unichem's Leeds general manager and John Talbot, a previous Leeds manager

made a director of Savory and Moore and, three years later, became managing director.

Mr Bridger became a non-executive director of the holding company Macarthy's Pharmaceuticals in 1980 and, in September 1985 became group managing director (see p1258).

Pharmacists on the air

The nation's airwaves have been buzzing with advice from pharmacists to the local community following the withdrawal of paediatric aspirin (C&D, last week p1160).

National Pharmaceutical Association board member Peter Taylor was interviewed for Radio Stoke, while Dr Keith Watson was interviewed live for Radio Newcastle's early morning news programme. In Suffolk Mr Forbes Powrie was heard on the lunch-time news and Mr Leslie Robertson gave what he described as an "anti-anxiety public broadcast" on Radio Chiltern and Radio Bedford. On Radio Merseyside Board member Jeremy Clitherow stressed the dangers of hidden aspirin in many proprietary preparations. Mr Graeme Le Quesne, press officer for the Pharmaceutical Society's Jersey branch, was interviewed on Radio Jersey, and issued a Press release for TV, radio and Press after receiving the relevant DHSS and NPA information.

NPA technical support pharmacist Colette McCreedy also recorded an

interview for Radio Bedford. Extracts from most of the interviews were used by the stations during the day to accompany news bulletins. All the pharmacists involved pointed out the implications of aspirin supplies still on the shelves of grocery stores, local shops and garage kiosks, and emphasised that medicines should be available from pharmacies only for supervision of sales and easier recall.

APPOINTMENTS

May and Baker Ltd: Monsieur Hervé B. Guérin has been appointed general manager of the pharmaceutical division and it is expected that he will be elected to the board of directors of the company. He has been brought into M&B initially to establish an operational division with full responsibility for pharmaceutical products.

Crompton Parkinson Marketing: Mr Robert Carter has been appointed regional manager in succession to Mr Ted Howard who retires from the company. And Mr Steve Mills succeeds Mr Carter as regional sales manager, based at the Birmingham depot.

Undercover UK Ltd: John Patterson has joined as chief production co-ordinator. Mr Patterson previously worked with Robinson's of Chesterfield for 25 years as production manager and now takes on a programme of "major expansion".



The second winner in Vantage's monthly "Matching Numbers" competition was presented with a cheque for £100. Vantage member Mr Geoffrey Tomlinson MPS of Dunstable, received his cheque from Vestric's Dunstable branch manager, Graeme Ker



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